AGENDA ITEM HISTORY SHEET

ITEM TITLE	AGENDA NO. 12
Comprehensive Growth Plan RFQ	AGENDA DATE: 6/24/2025

FUNDING CERTIFICATION (Finance Director) (Signature, if applicable)

MANAGEMENT STAFF REVIEW (Signature)

MAYOR (Signature)

ITEM HISTORY (Previous Council reviews, action related to this item, and other pertinent history)

The City of Bryant issued a Request for Qualifications (RFQ) for the development of a Comprehensive Growth Plan and received five submissions in response. A grading committee was formed to evaluate the proposals and convened on May 7, 2025, to review and score each submission based on established criteria.

ITEM COMMENTARY (Background discussion, key points, recommendations, etc.) Please identify any or all impacts this proposed action would have on the City budget, personnel resources, and/or residents.

The top two highest-ranked firms were invited to present before the Planning Commission on June 9, 2025. After reviewing the presentations, the Planning Commission recommended Crafton Tull as the preferred firm to lead the Comprehensive Growth Plan project.

This item is presented to City Council as a recommendation to endorse the Planning Commission's selection of Crafton Tull. A contract price will be negotiated with the selected firm, and a finalized contract will be brought back to City Council for approval.

(This section to be completed by the Mayor)

ACTION PROPOSED (Motion for Consideration)

Authorize and endorse the Planning Commission's recommendation to select Crafton Tull as the consultant for the Comprehensive Growth Plan.



CITY OF BRYANT

COMPREHENSIVE GROWTH PLAN

Crafton Tull
DPZ CoDESIGN
LandUseUSA UrbanStrategies

Your Team

Crafton Tull

- Transportation + Infrastructure
- Parks and Recreation
- Environment Services + Compliance



Julie Kelso
Project Manager
Crafton Tull



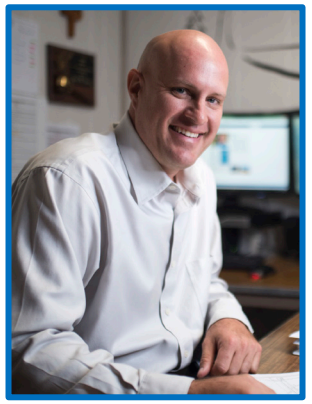
Dave Roberts
Planner
Crafton Tull



Isaac Sims
Planner
Crafton Tull



Brad Peterson
Civil Engineer
Crafton Tull



John Rogers
Civil Engineer
Crafton Tull



David Rupe
Environmental Services
Crafton Tull

DPZ CoDESIGN

- Land Use
- Housing
- Land Development Code



Matthew Lambert
Partner
DPZ CoDesign



Heather Wassell
Senior Project Manger
DPZ CoDesign



Camille Cortez
Designer
DPZ CoDesign

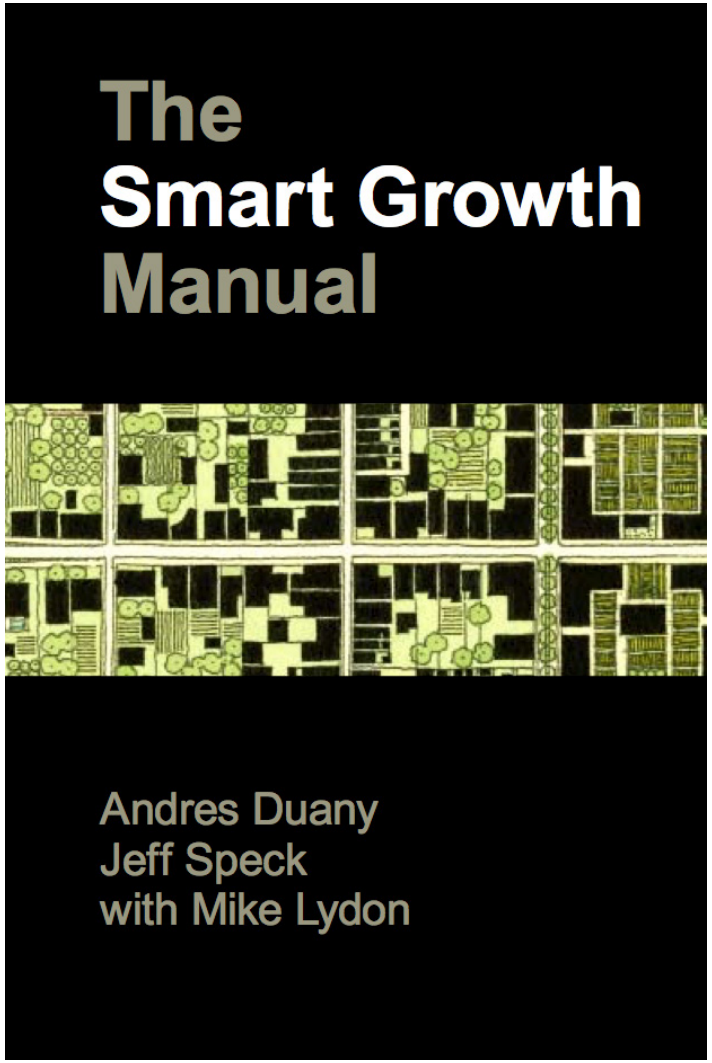
LandUseUSA UrbanStrategies

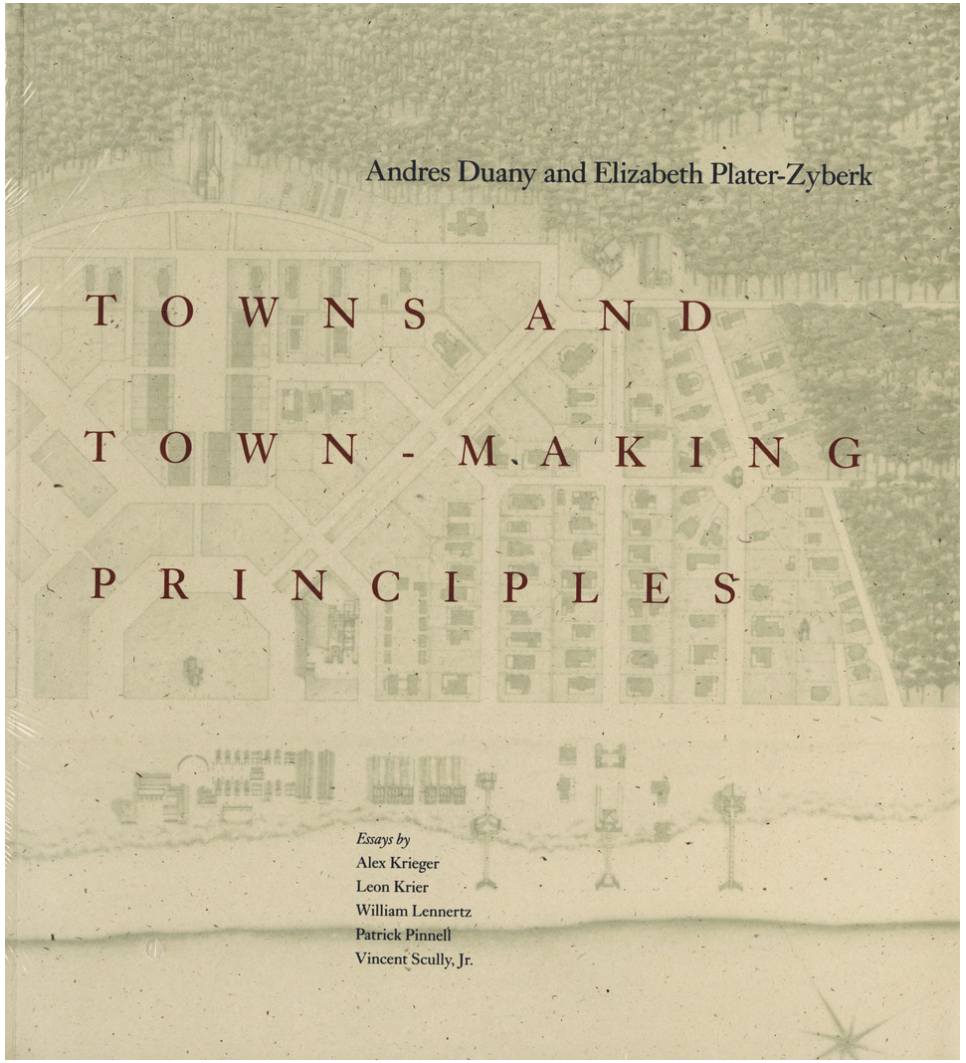
- Market Analysis
- Feasibility Studies

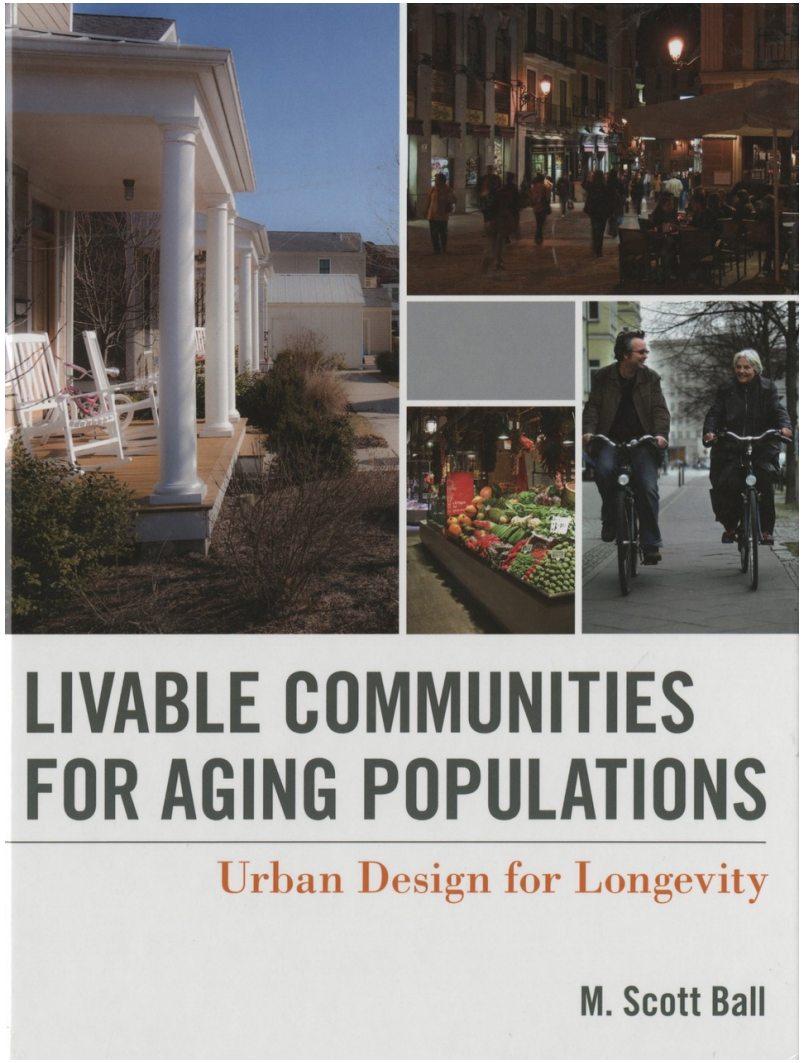


Sharon Woods
Principal + Urban Strategist
LandUse USA

Your Team


The
Smart Growth
Manual
Andres Duany
Jeff Speck
with Mike Lydon


Andres Duany and Elizabeth Plater-Zyberk
TOWNS AND
TOWN-MAKING
PRINCIPLES
Essays by
Alex Krieger
Leon Krier
William Lennertz
Patrick Pinnell
Vincent Scully, Jr.


LIVABLE COMMUNITIES
FOR AGING POPULATIONS
Urban Design for Longevity
M. Scott Ball

Bryant Today









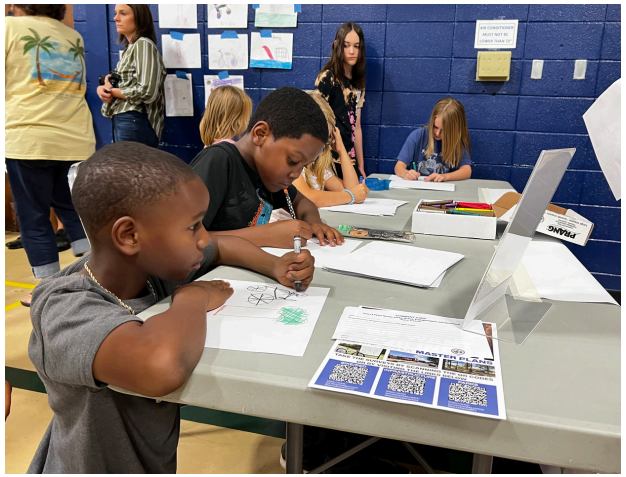






Public Engagement





















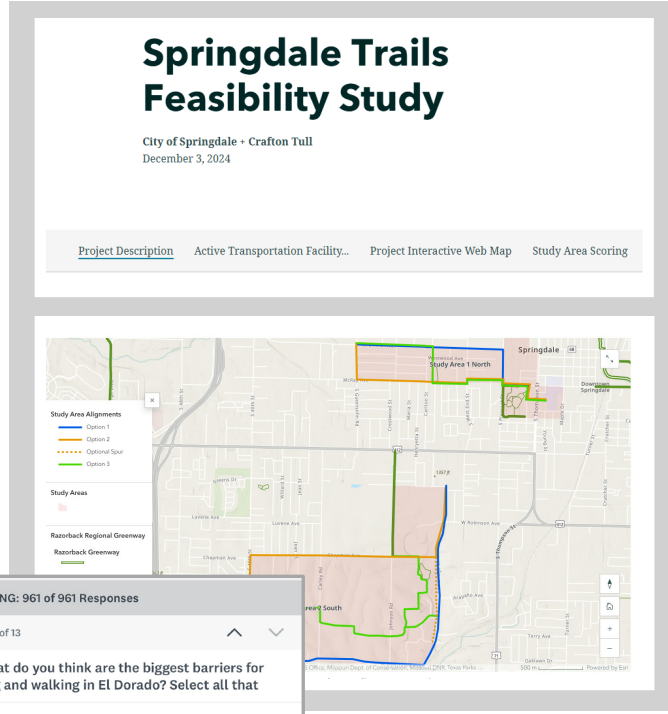


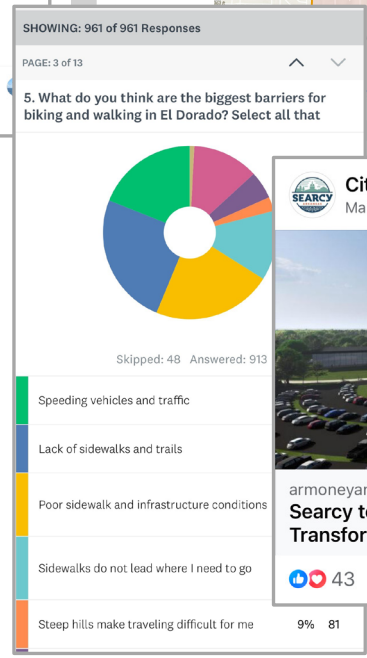


Online Public Engagement

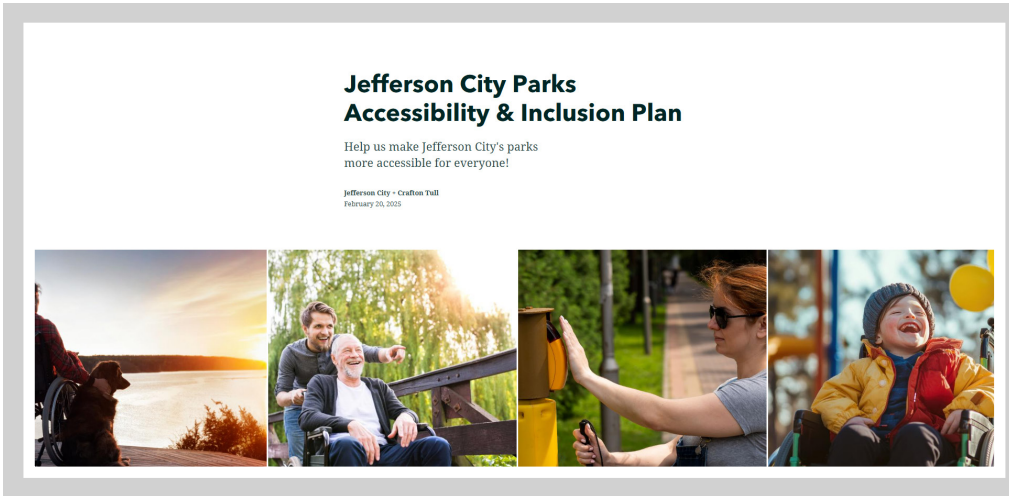


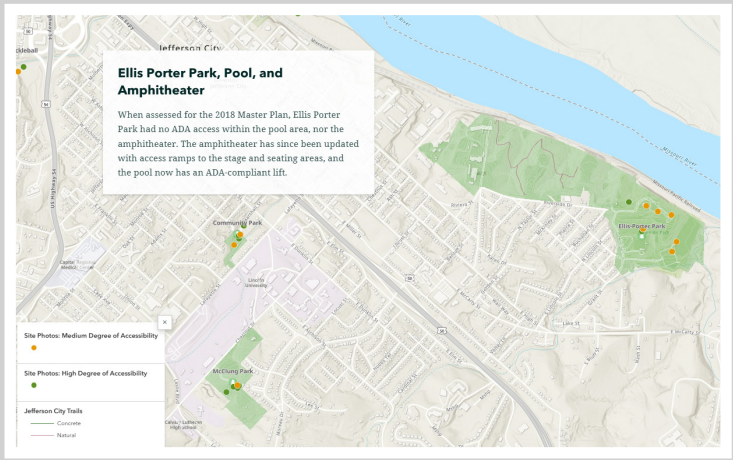






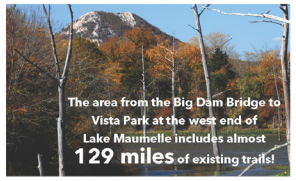






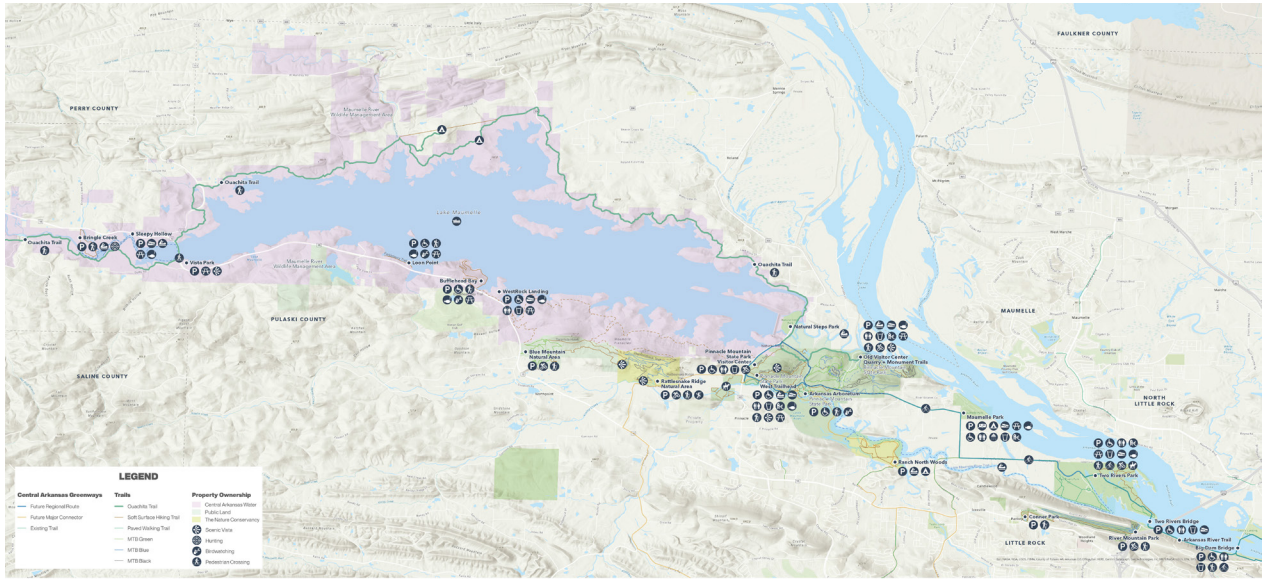
Inter-Agency Coordination













PROPOSED REGIONAL ROUTES

FAULKNER, LONOKE, PULASKI, & SALINE COUNTIES

CENTRAL ARKANSAS REGIONAL GREENWAYS PLAN

LEGEND
- Preferred Regional Route
- Intermediate Regional Route
- Alternate Route
- Existing Local Route
- Major Connector

NOTE: Trail alignments were established based on input from local jurisdictions, public comments, and review of constructability. Minor revisions to alignments may occur during the project design phase. Local jurisdictions may propose modifications to these alignments as new information dictates. Changes to these regional alignments are subject to approval by the Metroplan Board.

Approved December 2022



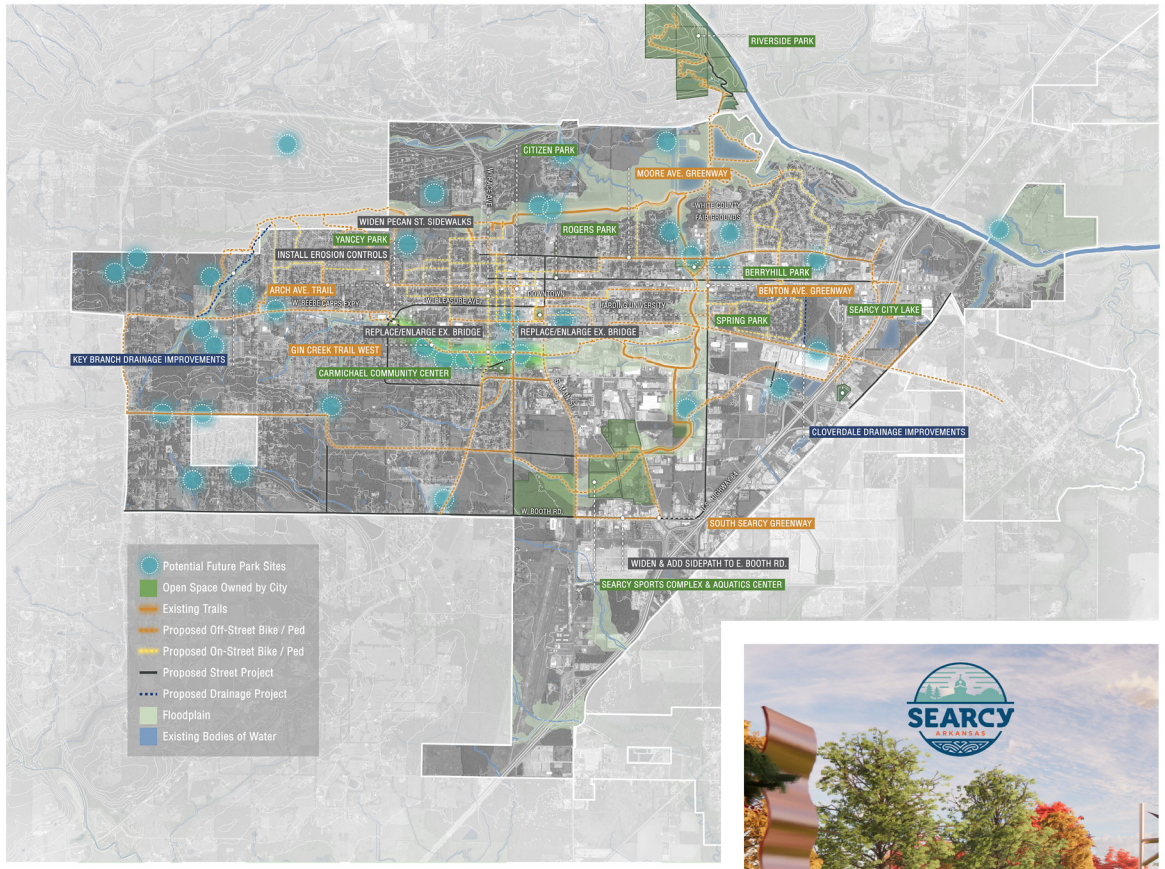
Maumelle Pinnacles Recreation Vision Master Plan

- 4 State Agencies
- 2 Non-Profits
- Central AR Water
- Metroplan
- Pulaski County
- City of Little Rock

Central Arkansas Regional Greenways Plan

- Metroplan
- 4 Counties
- 19 Communities

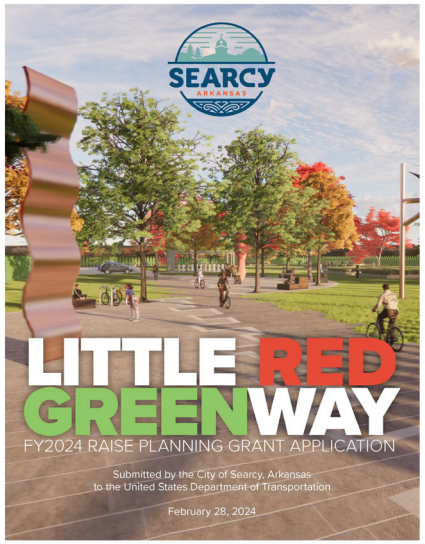
Examples: #MySearcy Community Plans



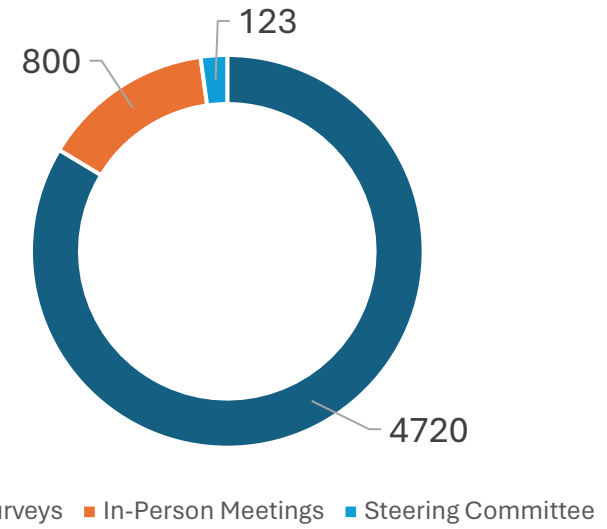




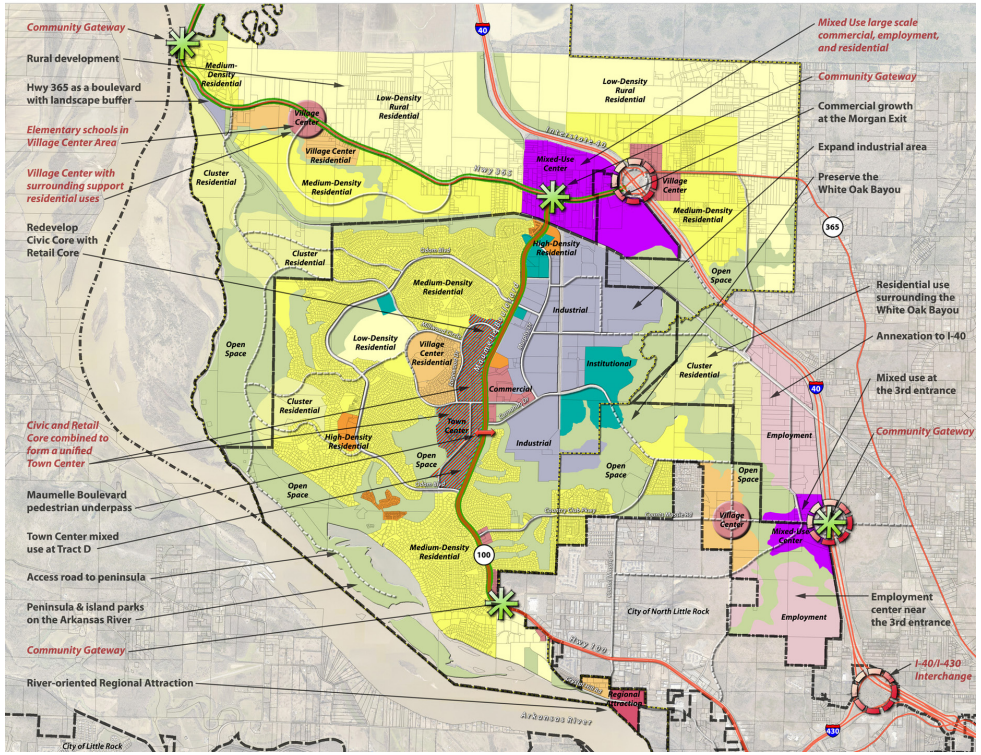








Examples: Maumelle Community Plans

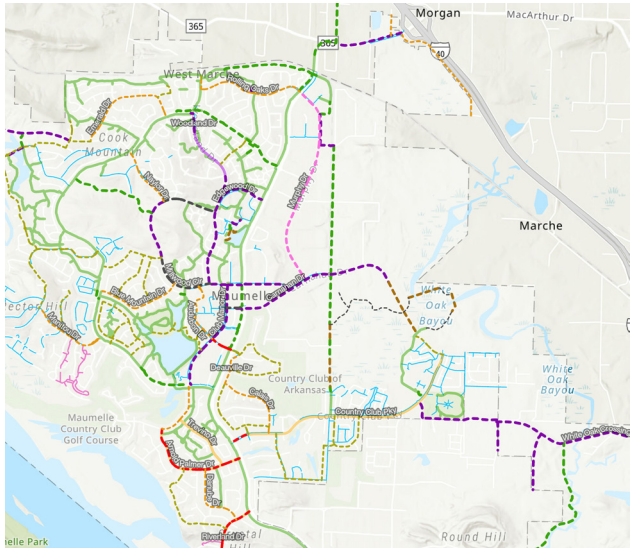








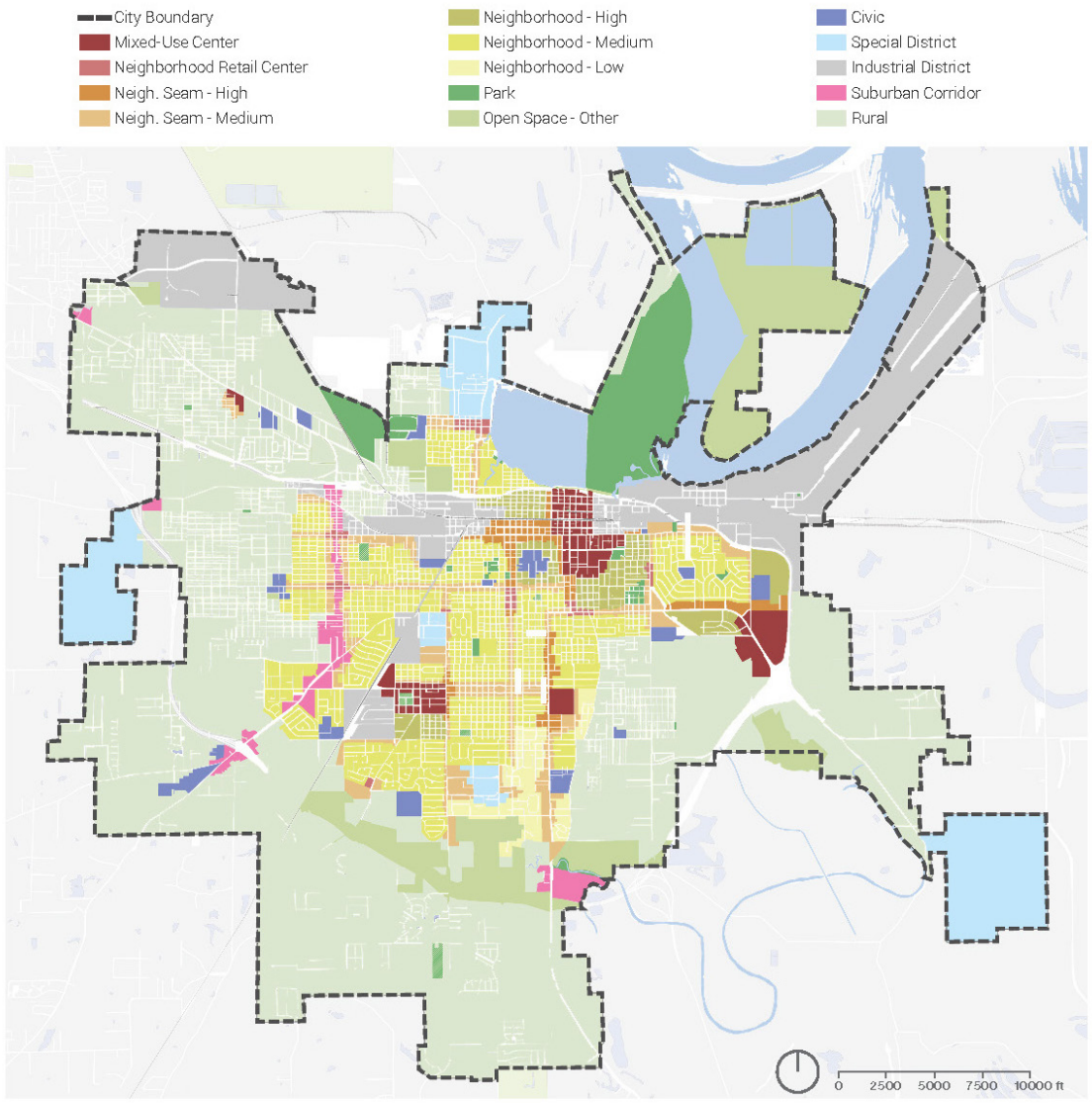






Examples: Pine Bluff Comprehensive Plan

DPZ









Charette Process









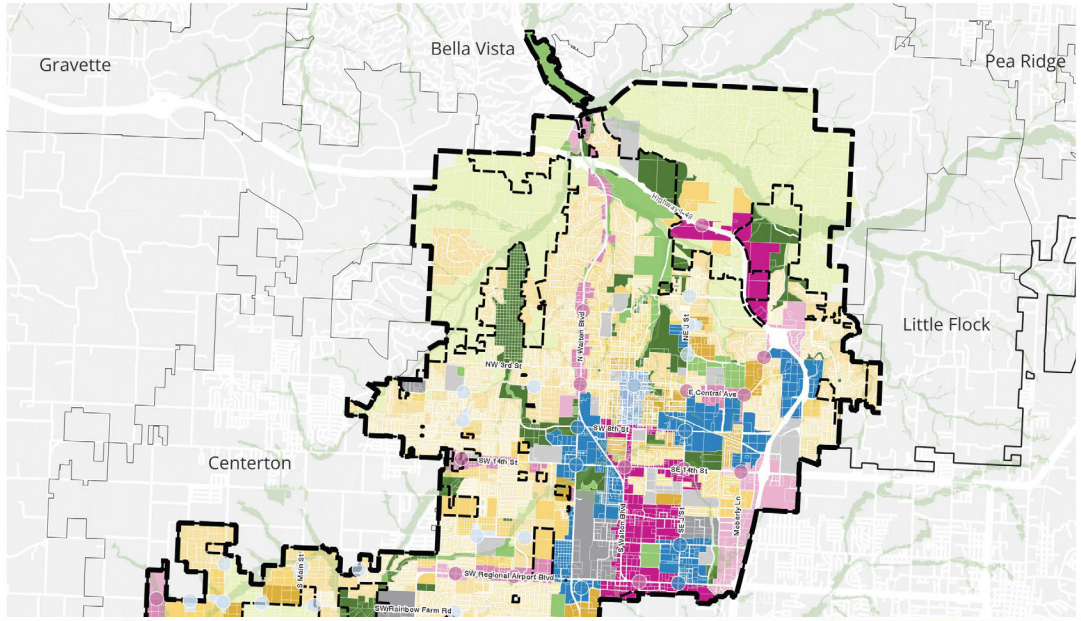


Examples: Bentonville Land Use & Zoning

DPZ

LandUseUSA
UrbanStrategies

Future Land Use Map



18
hours of
1-on-1 interviews
expressing a wide range of perspectives on growth

9
hours of
in-person meetings
Public open houses and topic-specific discussions with local officials in infrastructure, utilities, land use, transportation and economic development

750
city staff and consultant hours invested in Design Week

1,850
community surveys completed

12
hours of
pop-up events
in popular destinations spread across town

5,830
website visits viewing 17,686 pages

Viewpoints represented:
lifelong residents, new residents, elected officials, Planning Commission, State Representatives, County Judge, Board of Adjustments, affordable housing advocates and providers, schools administration, Walmart Active Mobility, small entrepreneurs, builders/developers, banks, grassroots conservationists, social workers, Indian community, accessibility advocates, and downtown area neighbors

663
residents engaged via pop-up events

107
attendees at our first of two open houses

PLACE TYPES

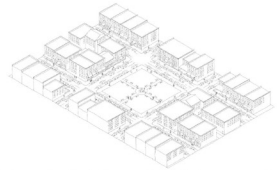
Regional Center



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

Anticipated building height: 5 stories

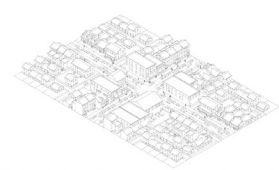
City Center



City Centers are places like the Downtown Bentonville Square and its surrounding blocks, with jobs, entertainment, convenience retail, daily services, and housing at a variety of scales — from single story shops to office and residential buildings. These types and uses, as well as churches and other civic buildings, makes for the city's most active, compact and walkable space. Accordingly, City Centers are substantial contributors to the city's budget.

Anticipated building height: 4 stories

Neighborhood Center



Neighborhood Centers are the physical glue between neighborhoods — providing a human-scaled destination where surrounding neighbors can walk or bike, gather in fellowship, dine out, or pick up basic daily needs. Beyond this village-like center, nearby townhomes, small apartment buildings, and small homes transition to less concentrated surrounding neighborhoods. Solid contributors of sales tax and concentrated property tax to the city's budget.

Anticipated building height: 2 stories

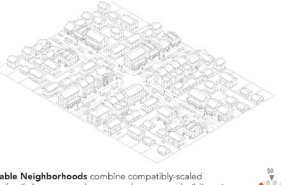
Urban Neighborhood



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

Anticipated building height: 3 stories

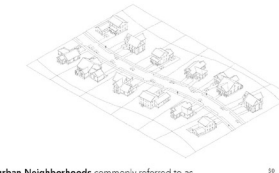
Walkable Neighborhood



Walkable Neighborhoods combine compatibly-scaled single family homes, townhomes, and apartment buildings in a neighborhood setting. They provide a high degree of housing diversity, allowing those of different incomes and stages of life to share the same neighborhood. They also support some small neighborhood shops and are often near Neighborhood Centers and parks, making it easy to walk and bike for frequent trips. Financially, mixed neighborhoods don't fully cover their costs, but by providing housing in a compact footprint, they reduce the amount of land needed for growth.

Anticipated building height: 2 stories

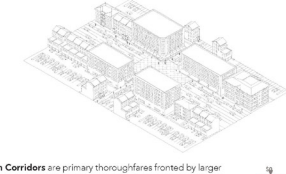
Suburban Neighborhood



Suburban Neighborhoods commonly referred to as subdivisions, consist mainly of single family homes on comparatively larger lots. Quieter and more removed from most commercial areas, they're often preferred by growing families and typically require car trips for most needs. They don't cover their own costs, but provide much needed housing for a large segment of the community, particularly families.

Anticipated building height: 2 stories

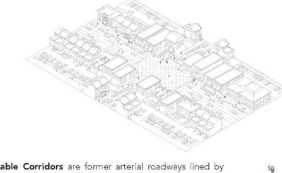
Urban Corridor



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

Anticipated building height: 4 stories

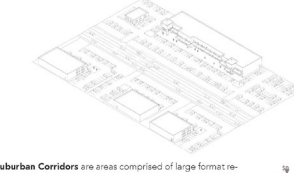
Walkable Corridor



Walkable Corridors are former arterial roadways lined by strip-commercial uses that have the potential through mixed use infill development to become Neighborhood Centers in linear form — human-scaled, connected destinations where adjacent neighbors can safely walk or bike to retail and services. Better housing and jobs performance than Suburban Corridors as an alternative land use along arterial roadways.

Anticipated building height: 3 stories

Suburban Corridor



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

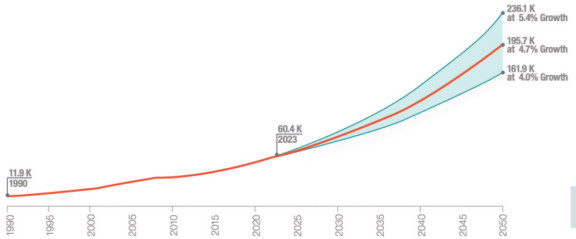
Anticipated building height: 1 story

Examples: Bentonville Land Use & Zoning

DPZ

LandUseUSA
UrbanStrategies

DEMOGRAPHICS



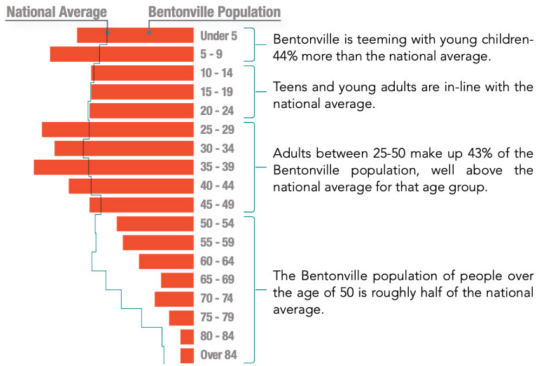
POPULATION GROWTH

Characteristics of Bentonville's population are important in considering the needs of the city's future residents. Today, the population is around 60,000 people, an increasing number born out of state or the country each year. At the same time, the population is younger than the average for the nation, with more children and adults between 25 and 50, and many fewer older adults.

Moving forward, the population is projected to continue increasing at a healthy rate that should result in a population around 200,000 people by 2050. And 2050 is not an ending point of growth, just a point of analysis so we can make informed decisions today.

Population composition is affected by the types of jobs available and drives preferences for housing, retail, and services. Bentonville of 2050 will have more people overall, and more from diverse backgrounds. And while the older adult population is less today than the national average, the high population of middle-aged adults are likely to want to age in community.

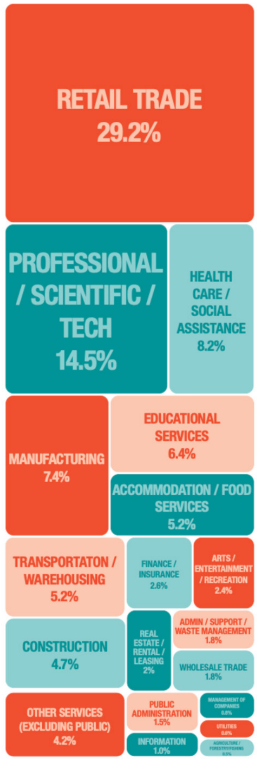
BENTONVILLE DEMOGRAPHICS



POPULATION AGE



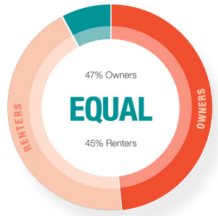
POPULATION ORIGIN



EMPLOYMENT BY INDUSTRY

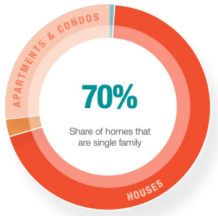
HOUSING MARKET

Housing Supply and Demand



Home Ownership Rate

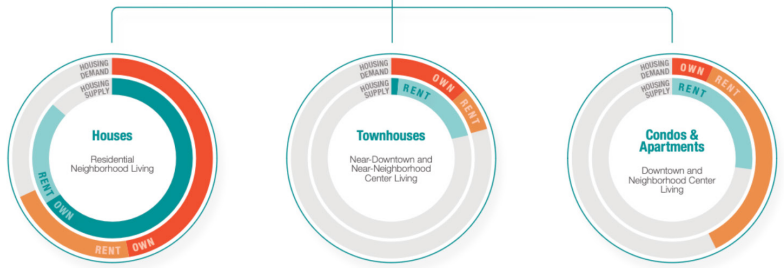
Today, Bentonville has about the same number of owners as renters, many of whom are renting single family homes. Many of those renters would like to rent an apartment, but there are not enough available. And some of the home owners would prefer to own a townhouse, but there are not enough available. Aligning the demand for housing with the supply, and adjusting new construction to achieve balance can help correct some causes of increased cost, where there are both people who would like a smaller place to live at a lower cost but can't find it, and they are instead occupying a larger home, reducing the number that are available to their ideal demographic.



Existing Supply of Homes



Annual New Home Potential



Supply and Demand for Homes by Type and Ownership

Demand for medium and large single family homes is strong in Bentonville, especially in a neighborhood setting. This is projected to remain in high demand. However the production of homes that fit this category (supply) is higher than will be supported over time. Some of that new home construction needs to shift to other types of housing like condos, townhomes, and small homes near Downtown-like areas.

Presently, townhouse construction is keeping up with demand, which is projected to continue. However there are more townhouses for rent than the demand and not enough for sale to future home owners. Additionally, to continue to keep up with demand, more areas that fit townhouse lifestyles - nearby activity but not right in the middle of it - are needed beyond Downtown Bentonville.

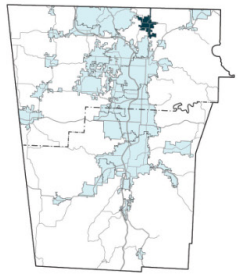
Apartments are in short supply in Bentonville and there are nearly no condos, despite a demand for condo living. More apartments and condos need to be built year-by-year to better match the lifestyle demand. Additionally, similar to townhomes, more active, Downtown-like areas are needed to accompany the apartment and condo lifestyle, beyond Downtown Bentonville.

Examples: NWA Growth Strategy

DPZ

Pea Ridge

Land Area: 7.6 square miles

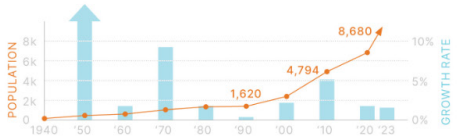


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1 WHO LIVES HERE

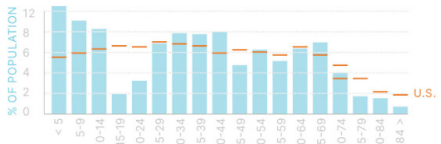


ANNUAL MIGRATION PATTERN



POPULATION GROWTH

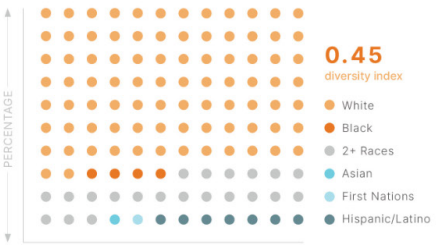




POPULATION BY AGE BRACKET



LANGUAGES SPOKEN AT HOME

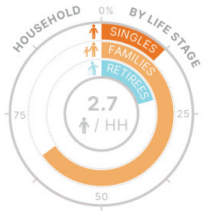


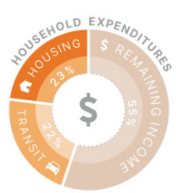
DIVERSITY BREAKDOWN

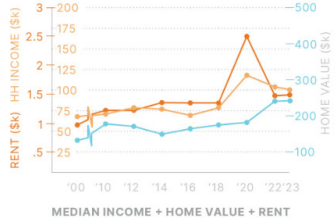
8,134 current population	**13,284** 2045 population
5.3% growth rate 20'-25'	**36 yr** average age
$110k median HH income	**5%** poverty level

A snapshot of population growth, diversity, and the changing makeup of the city.

2 HOW PEOPLE LIVE







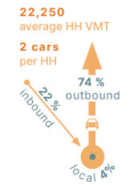
MEDIAN INCOME + HOME VALUE + RENT



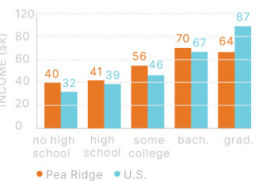
EMPLOYMENT TYPE



RENTERS VS. OWNERS



COMUTTING PATTERNS



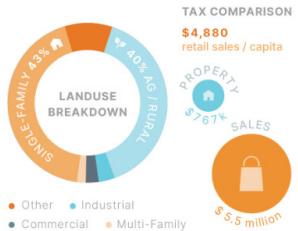
MEDIAN INCOME BY EDUCATION

Economic insights into local opportunity and cost of living.

3 DEVELOPMENT CHARACTERISTICS

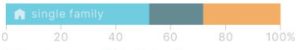


POPULATION + DEVELOPED LAND + DENSITY OVER TIME

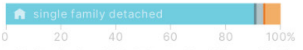


TAX COMPARISON

$4,880
retail sales / capita



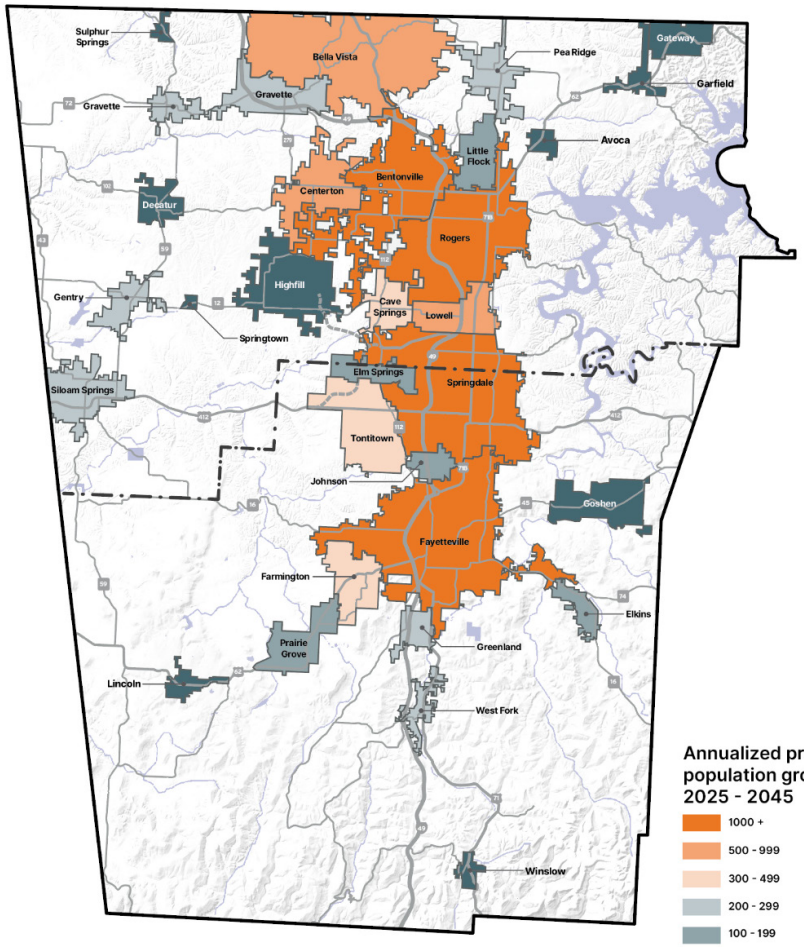
HOUSING ABSORPTION FORECAST



HOUSING TYPE MIX

748 new units since '20	**3,067** total dwellings	**114** lane miles
2000 median year built	**4%** vacancy rate	**203** street length / HH
1,516 developed acres	**0.69** homes / acre	**$2 mil** 2024 street costs

How housing stock, density, and devlopment patterns shape the built environment.



Planning Approach



Phase 1: Understand & Align

- Project Initialization Meeting
- **Kickoff Meetings and Tour**
- **Steering Committee Meeting #1**
- Regular Project Management Meetings
- Data Collection
- **Stakeholder Interviews**
- Community Assessment



Phase 2: Engage & Illustrate

- Regular Project Management Meetings
- **Community Survey #1**
- **Steering Committee Meeting #2**
- Vision Statement
- Preliminary Growth Scenarios
- Feasibility Preparations
- **Multi-day Charrette**
- Charrette Summary
- **Community Survey #2**
- **Steering Committee Meeting #3**

Planning Approach



Phase 3: Strategize & Deliver

- Draft Plan Components
- Draft Implementation Plan
- **Steering Committee Meeting #4**
- **Public Meeting**
- Adoption



Phase 4: Development Regulations (Optional)

- Existing Code Revisions
- Form-Based Code Development
- **Steering Committee Meetings #5 and #6**
- Code Workshop with City Staff (Optional)
- Final Code Development
- Adoption Process

Timeline

PHASE 1: UNDERSTAND & ALIGN
- Months 1-4

PHASE 2: ENGAGE & ILLUSTRATE
- Months 4-9

PHASE 3: STRATEGIZE & DELIVER
- Months 9-14

PHASE 4: DEVELOPMENT REGULATIONS
- Months 14-18

PROJECT MANAGEMENT MEETINGS
- Monthly, throughout the entire process



Why Choose Us?



- Extensive experience and demonstrated success in **similar communities**
- Successful project **team history** (Crafton Tull + DPZ)
- Proven **public engagement** strategies
- **Multi-disciplinary** team **familiar** with working with **multiple agencies** and existing plans



QUESTIONS AND DISCUSSION

Crafton Tull DPZ CoDESIGN LandUseUSA UrbanStrategies

Timeline

Months from Notice to Proceed

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
PHASE 1: UNDERSTAND & ALIGN																		
Project Initialization Meeting	●																	
Kickoff Meetings, Site Tour, Steering Committee Meeting #1		●																
Regular Project Management Meetings	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Data Collection	■	■																
Stakeholder Interviews			●															
Community Assessments			■	■														
PHASE 2: ENGAGE & ILLUSTRATE																		
Community Survey #1				■	■													
Steering Committee Meeting #2					●													
Vision Statement					■													
Preliminary Growth Scenarios					■	■	■											
Feasibility Preparations					■	■	■											
Multi-Day Charrette (Workshop)							●											
Charrette Summary								■										
Community Survey #2								■	■									
Steering Committee Meeting #3									●									
PHASE 3: STRATEGIZE & DELIVER																		
Draft Plan Components									■	■	■							
Draft Implementation Plan											■	■						
Steering Committee Meeting #4													●					
Public Meeting													●					
Adoption														●				
OPTIONAL PHASE 4: DEVELOPMENT REGULATIONS																		
Form-Based Code Development														■	■	■		
Steering Committee Meetings #5 and #6															●	●		
Code Workshop with City Staff (Optional)																■		
Final Code Development																■	■	
Adoption																		●

