

8th Street Market

Concept Development & Tenant Programming

Bentonville, AR

Overview

The Velocity Group was engaged to assist in efforts to revitalize downtown Bentonville, AR. The 8th Street Market was the first physical project to manifest in the emerging Market District. Daniel Hintz helped the city craft the municipal policies and vision, and in turn, identify and develop the 8th Street Market concept, focused around an 87,000-square-foot vacated Tyson plant. In partnership with Brenda Anderson of Blue Crane Development and Paul Esterer of Newmark Moses Tucker Partners, the Velocity Group crafted the tenant programming and overall experience and co-developed the campus. The project now holds a micro-brewery, culinary school, culturally diverse food hall, activated gathering places, food trucks, and multiple retail and restaurant concepts.

The SE Downtown Master Plan was the catalytic project in the Market District, which now includes more than 400 residential units under development. It also features The Momentary contemporary arts venue, a satellite of Crystal Bridges Museum of American Art, and is within walking distance to the new Walmart Headquarters.

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