

8th Street Market

Campus Development

– Bentonville, AR

OVERVIEW

Bridging visionary urban planning with dynamic community activation, Velocity Group partnered with the City of Bentonville and key private developers to transform an underutilized industrial site into a catalytic food and community hub that anchors the southeast edge of downtown and activates the 8th Street corridor.

As part of the revitalization of the 1,687-acre downtown Bentonville district, Velocity collaborated with the City to develop the Southeast Downtown Master Plan, an extension of the City's 2007 Downtown Master Plan. This planning effort introduced two distinct specialty districts—the Arts District and the Market District—and laid the foundation for transformational projects including The Momentary, Town Branch Apartments, and the new Walmart Headquarters campus.

The first physical project to emerge from the vision for the Market District was the 8th Street Market. Spearheaded by Daniel Hintz in collaboration with Brenda Anderson of Blue Crane Development and Paul Esterer of Newmark Moses Tucker Partners, the concept was developed and refined over nearly eight years. Together, they created a catalytic anchor project designed to activate the southeastern edge of downtown and serve as a gateway to the newly envisioned 8th Street corridor.

Occupying an 87,000-square-foot former Tyson Foods plant, 8th Street Market was transformed into a vibrant, food-focused community hub. It became home to Brightwater: A Center for the Study of Food (NWACC), Bike Rack Brewing Co., Yeyo's El Alma de Mexico, CO-OP Ramen, The Holler, Sweet Freedom Creamery, and a rotating food hall, along with outdoor gathering spaces and food truck activation.

Daniel Hintz led the tenant mix and space programming strategy as part of the overall project, ensuring a curated and sustainable blend of uses aligned with the district's long-term vision. He was a key member of the core development team from concept through its opening in 2017.

Project Contact:

Paul Esterer, Partner
Moses Tucker Partners
479-685-6612
pesterer@mosestucker.com

