

Request for Qualifications

Downtown Centerton Master Plan

Introduction:

The Northwest Arkansas Chapter of the Urban Land Institute (ULI NWA), in partnership with the City of Centerton, seeks statements of qualifications from planning and design firms to develop a Downtown Master Plan for Centerton, Arkansas.

Summary:

This plan will establish a vision and development framework for the future of downtown Centerton, encompassing both existing and undeveloped areas.

Priority 1: Support revitalization and economic activity in Old Town (north of Centerton Blvd), focusing on adaptive reuse, placemaking, floodplain-sensitive development, and infrastructure strategy.

Priority 2: Develop a vision and regulatory toolkit for a New Town Center (south of Centerton Blvd), coordinating with major landowners to plan for mixed-use, walkable, generational development.

Priority 3: Strengthen connectivity between Old Town and New Town through physical, visual, and cultural strategies including trails, crossings, streetscapes, and storytelling.

Finalists will be interviewed by City staff and leadership prior to final selection.

Scope Includes:

- Community engagement
- Vision and concept planning
- Zoning and development tools
- Mobility and infrastructure strategy
- Floodplain and watershed integration
- Implementation framework
- Evaluation of existing regulations and inclusion of proposed updates

Statement of Qualifications Should Include:

1. Firm overview and relevant experience (1–5 projects)
2. Multidisciplinary team bios and roles
3. Approach to downtown planning and implementation
4. Experience with infrastructure, placemaking, and mixed-use development
5. At least 3 references
6. Availability and proposed timeline

Submission Requirements:

Responses due by May 23rd, 5:00 PM CST

Finalists Notified:

May 28

Finalist Interviews:

June 9 and June 10

Estimated Project Start:

June 30, 2025

Submit electronically (PDF) to:

Megan Brown

Director of Operations, ULI NWA

Megan.Brown@uli.org

Subject: SOQ for Downtown Centerton Master Plan

Evaluation Criteria:

- Relevant downtown planning and design experience
- Strength of approach and team
- Familiarity with Northwest Arkansas and growth challenges
- Demonstrated success with stakeholder engagement
- Capacity and availability