

BRYANT LEAP FORWARD

SUMMARY REPORT



Crafton Tull



LandUseUSA
UrbanStrategies

DPZ
CODESIGN

URBAN3

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Executive Summary & Introduction

Executive Summary & Introduction

Context

Executive Summary

Bryant continues to experience significant growth and change. New residential development, expanding commercial activity, increasing transportation demands, and ongoing investments in public infrastructure are creating opportunities that will shape the community for decades to come. As Bryant looks toward the future, it is important to ensure that growth occurs in a manner that reflects community values, supports economic prosperity, protects quality of life, and preserves the characteristics that make Bryant a desirable place to live, work, and visit.

The Bryant Leap Forward Comprehensive Plan is intended to provide a long-range vision for the community and establish a framework for future decision-making and investment. The plan will guide policies, investments, and development patterns related to land use, transportation, housing, parks and recreation, infrastructure, economic development, and community character. Through a combination of technical analysis and extensive public engagement, the plan seeks to identify opportunities, address challenges, and create a shared vision for Bryant's future.

Design Week represented a major milestone in the planning process. Through a series of stakeholder meetings, community discussions, open studio sessions, and interactive activities, residents, and community leaders were invited to help shape the future of Bryant. These conversations provided valuable insight into community priorities and helped identify the opportunities and challenges that will influence Bryant's future growth and development.

Several consistent themes emerged throughout the engagement process. Residents expressed a desire to accommodate growth while preserving the qualities that make Bryant a desirable place to live, including its strong sense of community and small-town character. Transportation and infrastructure improvements, including traffic congestion, roadway connectivity, and drainage concerns were repeatedly identified as top priorities. Residents also expressed strong support for expanding parks, trails, recreational opportunities, and community gathering spaces. Additional themes included creating more housing choices, supporting local businesses, improving walkability and connectivity, and establishing memorable



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destinations that strengthen the city's identity and sense of place.

The planning process also revealed opportunities to guide growth in a more intentional and connected manner. Residents and stakeholders expressed support for creating destinations that strengthen community identity, expanding housing choices, improving connections between neighborhoods, parks, schools, and commercial areas, and encouraging reinvestment in existing parts of the city. Together, these opportunities help establish a framework for growth that balances new development with preservation of the qualities that residents value most.

The information collected during Design Week serves as the foundation for the concepts and recommendations presented throughout this report. Together, the technical analysis and community feedback provide a roadmap for managing growth, directing future investment, enhancing quality of life, and ensuring Bryant remains a vibrant, connected, and resilient community for future generations.

Process of Design Week

As part of the Bryant Leap Forward Comprehensive Plan, the project team conducted a multi-day planning and design effort referred to as Design Week." Design week served as the project's charrette, a collaborative charrette process designed to bring residents, stakeholders, and decision-makers directly into the planning and design process. A charrette is an intensive, multi-day planning effort that combines technical analysis, public engagement, design exploration, and community discussion to develop ideas and solutions in real time. While the term "charrette" is commonly used within the planning and design profession, Design Week was selected a more accessible and community-friendly way to describe the process and encourage broad public participation.

Throughout Design Week, the project team conducted stakeholder meetings, public workshops, open studio sessions, and an interactive public open house. These activities provide opportunities for residents and community leaders to discuss challenges, identify priorities, evaluate concepts, and provide direct feedback on potential strategies for Bryant's future growth and development.

DATE	Mon. April 27th	Tues. April 28th	Wed. April 29th	Thurs. April 30th
8:00 am				
9:00 am		Team Meeting	Team Meeting	Team Meeting
10:00 am	Tour of Bryant 10 am	Commercial/Economic Development Focus Conversation	Codes/Ordinances Focus Conversation	Public Meeting Preparation
11:00 am				
12:00 pm	Lunch	Lunch	Steering Committee Meeting #2	Lunch
1:00 pm	Public Meeting Preparation	Parks & Trails Focus Conversation		Public Meeting Preparation
2:00 pm		Connectivity & Transportation Focus Conversation	Housing Focus Conversation	
3:00 pm			Studio Prep	
4:00 pm				
5:00 pm	Public Meeting Bishop Park	Utilities/Infrastructure/ Stormwater Focus Conversation	Open Studio Bishop Park	Public Meeting Bishop Park
6:00 pm				
7:00 pm	Team Debrief	Team Debrief	Team Debrief	Team Debrief
8:00 pm				

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The charrette format encourages continuous collaboration between the community, city staff, elected officials, and planning professionals. Rather than presenting a finished plan for public review, the process allows ideas to evolve through discussion and feedback. This approach helps ensure that recommendations are informed by local knowledge, community values, and practical implementation considerations.

The result was a planning process that combined technical expertise with community insight, creating a stronger foundation for future policy decisions, infrastructure investments, and development strategies.



Metrics, Attendance, & Engagement

Community engagement was a central component of the Bryant Leap Forward Comprehensive Plan. The planning process was designed to provide residents, business owners, community organizations, elected officials, and other stakeholders with multiple opportunities to participate and help shape the future vision for Bryant.

Engagement activities occurred throughout the planning process and included stakeholder interviews, focus group discussions, community surveys, pop-up events, public meetings, open studio sessions, and Design Week Activities. These efforts were intended to reach residents through a variety of formats and gather input from a broad cross-section of the community.

The response to these efforts was significant. Survey #1 generated 1,739 responses, while stakeholder outreach included 22 stakeholder interviews, size focus group meetings, and approximately 67 participants during Design Week activities. Additional engagement was conducted through community pop-up events, presentations, public meetings, and interactive exercises that generated hundreds of comments, ideas, and recommendations. Together, these efforts provided valuable insight into community priorities, concerns, and aspirations for Bryant's future and helped ensure that the Comprehensive Plan reflects the voices of the community it serves.



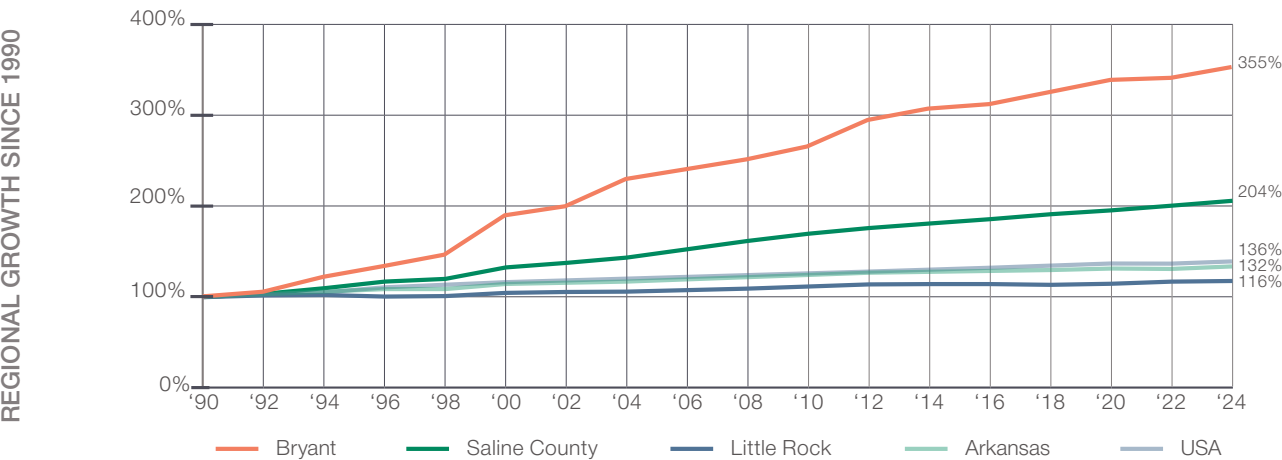
Existing Conditions Summary

Existing Conditions Summary

Context

Bryant Population

Bryant’s population profile reflects a stable and family-oriented suburban community. The city has strong representation among children, adults in family-forming years, and early retirees, while having smaller shares of college-aged residents. This pattern is similar to peer suburban communities such as Farragut, TN, Papillion, NE, Madison, AL, and Waukee, IA, where families and long-term residents make up a significant portion of the population.



Source: US Census, American Community Survey

Race & Ethnicity

Bryant’s racial and ethnic composition closely mirrors Arkansas overall and is more diverse than many peer cities. Its Simpson’s Diversity Index of 0.46 indicates a relatively broad mix of racial and ethnic groups compared to several comparable suburban communities, which tend to be more homogeneous.

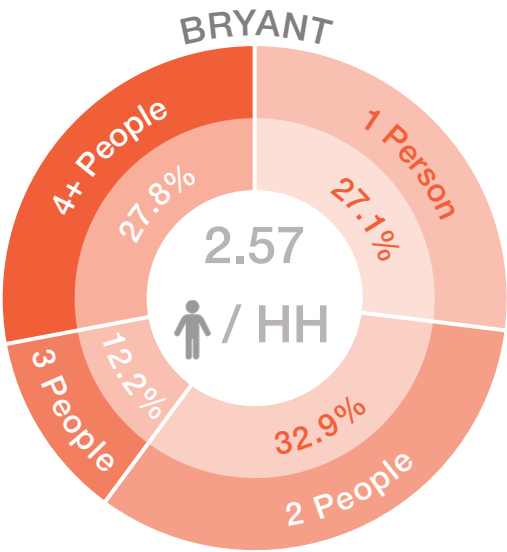
Household Composition

Household characteristics in Bryant show a mix of family and non-family households. Average household size is approximately 2.57 persons per household, which is comparable to peer communities. Bryant has a lower percentage of married-couple households and a higher share of single-person and single-parent households, though larger family households remain common throughout the city.

Education

Educational attainment in Bryant reflects a balanced distribution of high school graduates, residents with some college education, and degree holders. The city has fewer residents without a high school diploma than Arkansas overall and educational levels broadly similar to Saline County. While Bryant’s share of residents with bachelor’s and advanced degrees is lower than some peer cities, educational attainment remains generally consistent with national trends.

HOUSEHOLD SIZE AND COMPOSITION



Existing Conditions Summary

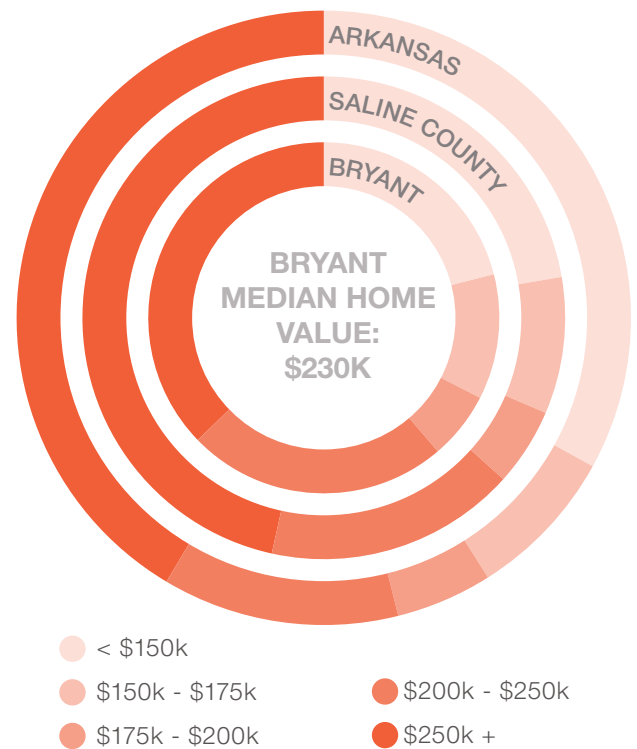
Context

Housing Market

Bryant's housing market remains relatively stable and affordable. The vacancy rate is low at 6.6%, indicating continued housing demand and limited excess supply. Housing costs for both renters and homeowners have increased over time, particularly after 2020, causing affordability pressures to gradually rise even as incomes have also increased.

Housing Value

The city's median home value is approximately \$230,000, with much of the housing stock concentrated in the \$200,000–\$250,000 range. Higher-value homes are generally concentrated in northern Bryant, while southern areas tend to have more lower- and mid-range housing values.



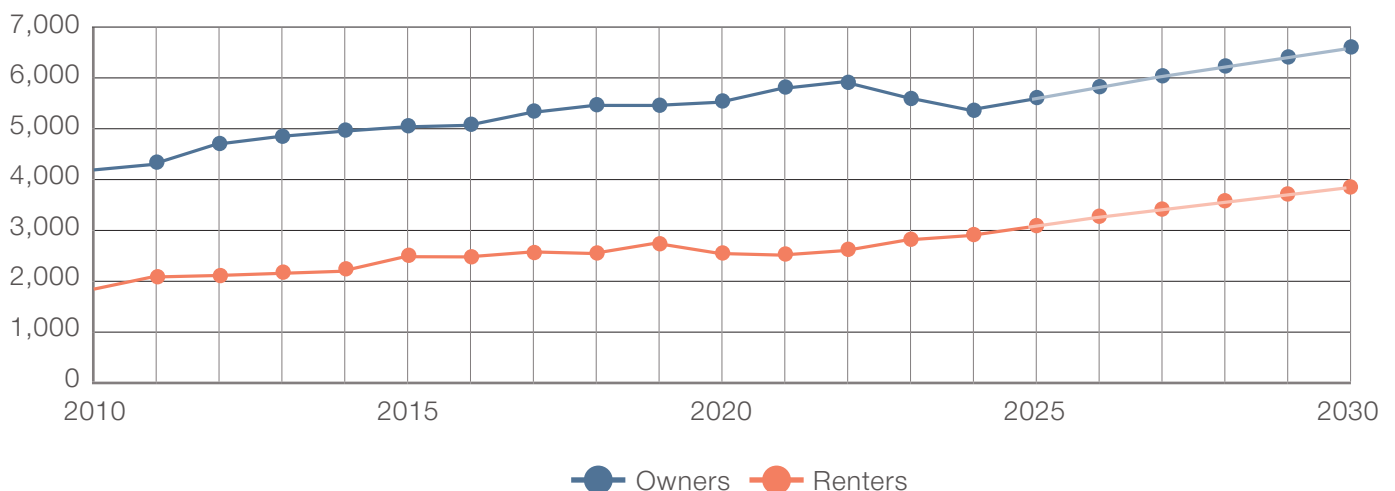
Household Ownership

Housing in Bryant is predominantly owner-occupied, with approximately 83.5% of households owning their homes. This ownership rate exceeds both state and national averages and aligns closely with Saline County. Although renters make up a smaller share of households, renter households have continued to grow steadily over time, particularly in southwest Bryant.

Household Income

Bryant's median household income of roughly \$82,500 is higher than both state and county averages and aligns closely with the national median. Poverty rates remain comparatively low at approximately 7%. However, peer communities generally report higher household incomes, which corresponds with their larger shares of residents holding bachelor's and advanced degrees.

HOUSEHOLDS BY TENURE



Source: LandUse USA, US Census, American Community Survey

Existing Conditions Summary

Context

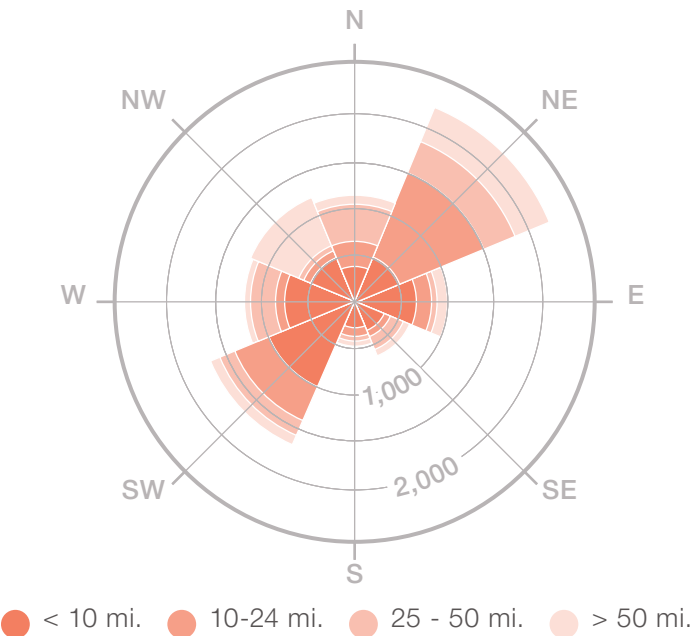
Bryant Workforce

Bryant’s workforce is primarily white-collar, with about 70% of employed residents working in professional and office-related occupations. Unemployment rates are below national, state, and county averages, reflecting a stable local economy.

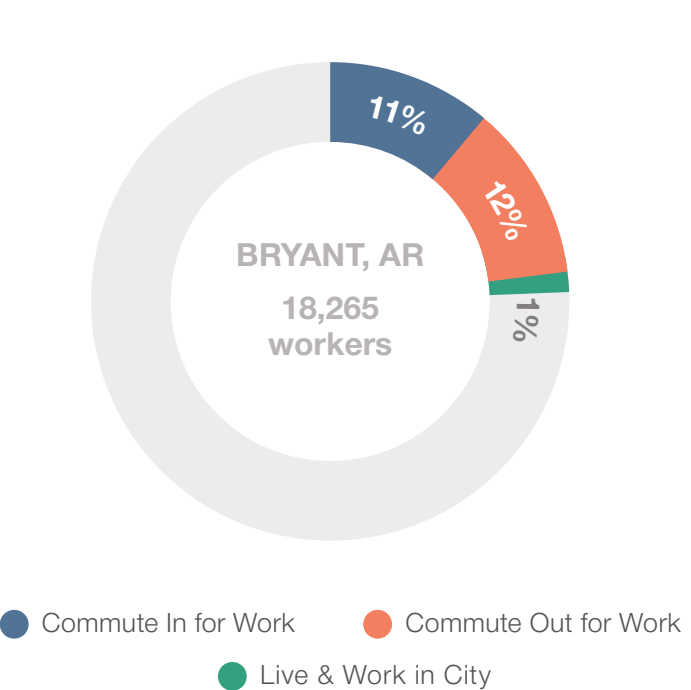
Commuting from Bryant

The city also functions largely as a bedroom community within the regional economy. Many residents commute outside Bryant for employment, particularly to Pulaski County and Little Rock. Metroplan data indicates that 54% of Bryant residents commute to jobs in Pulaski County, with 43% working in Little Rock. At the same time, Bryant attracts inbound commuters for retail, service, and local employment opportunities.

BRYANT WORKFORCE COMMUTES



BRYANT JOB LOCATIONS



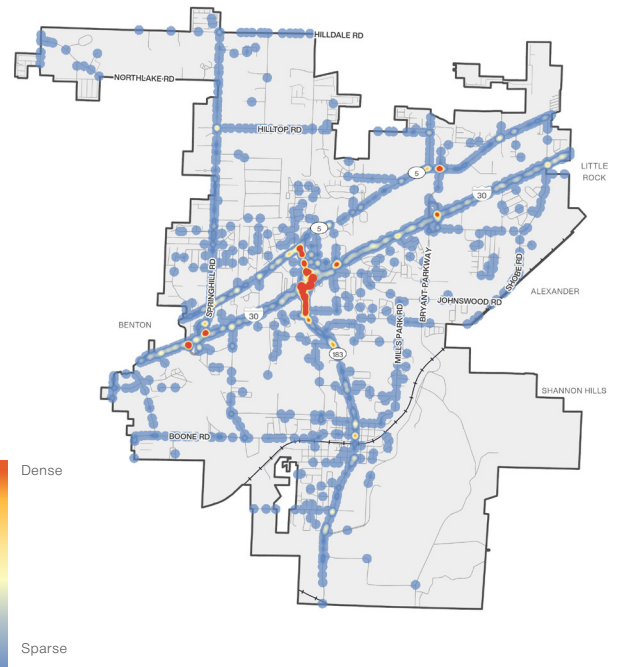
Existing Conditions Summary

Context

Bryant Transportation

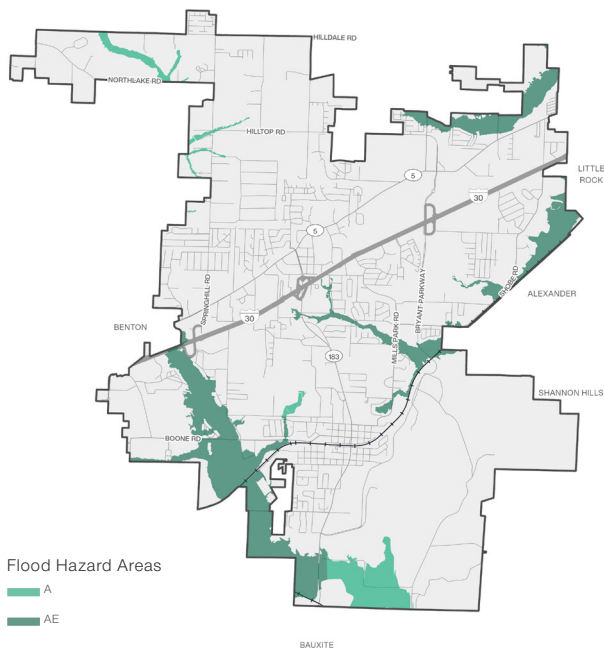
Bryant's transportation system is heavily dependent on automobiles, with limited roadway connectivity and high reliance on a few major corridors like Interstate 30, Highway 5, and Reynolds Road, which experience significant traffic and crash activity. While the city has begun developing alternative transportation options such as shared-use trails and bike lanes, these facilities remain disconnected and do not yet provide practical access between neighborhoods and key destinations. Commuting patterns show that most residents travel outside the city for work, especially to Little Rock, contributing to high vehicle miles traveled.

Although policies now encourage better street connectivity and access management in new developments, much of the existing network reflects piecemeal growth. Safety is a major concern, with over 9,000 crashes in five years nearly half occurring at intersections and non-motorist crashes, though rare, resulting in a disproportionate number of fatalities and serious injuries. Overall, the data highlights the need for improved connectivity, safer intersections, expanded pedestrian and bicycle infrastructure, and more balanced transportation options.



Natural Resources & Environment

Bryant's natural resources and environmental conditions are shaped by its three primary drainage basins Hurricane Creek Crooked Creek and Owen Creek which define floodways and floodplain areas that are regulated to reduce flood risk and protect natural corridors. The city's stormwater infrastructure including inlets outfalls detention facilities and conveyance systems reflects patterns of growth with more developed areas requiring greater infrastructure to manage increased runoff from impervious surfaces while less developed areas rely more on natural drainage. As development has expanded so has the drainage system which is closely tied to roadway networks and land use patterns. Despite these systems Bryant is experiencing flooding and drainage challenges due to increased runoff from rapid residential and commercial growth aging or undersized infrastructure and intense rainfall events. Each basin faces known flooding concerns with Hurricane Creek representing the largest and most significant drainage corridor followed by Crooked Creek and Owen Creek. To address these issues the city's drainage master plan recommends improvements such as replacing undersized culverts upgrading roadway crossings stabilizing channels and enhancing stormwater systems in areas with localized flooding in order to better manage runoff reduce risks and support continued growth.

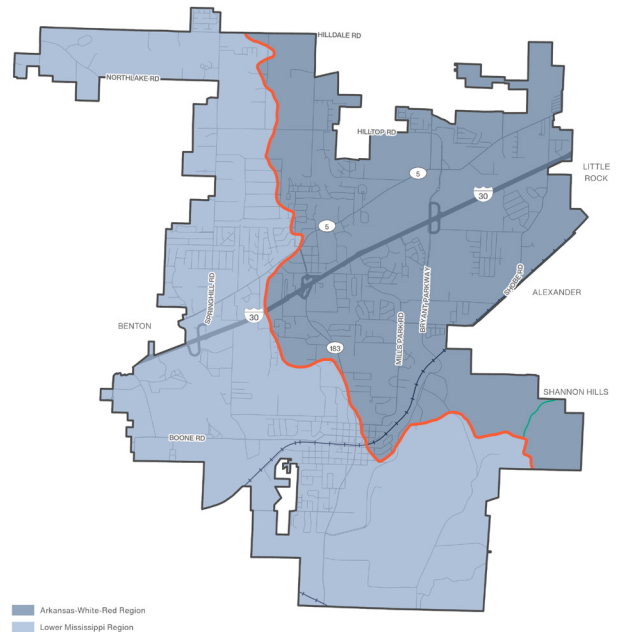


Existing Conditions Summary

Context

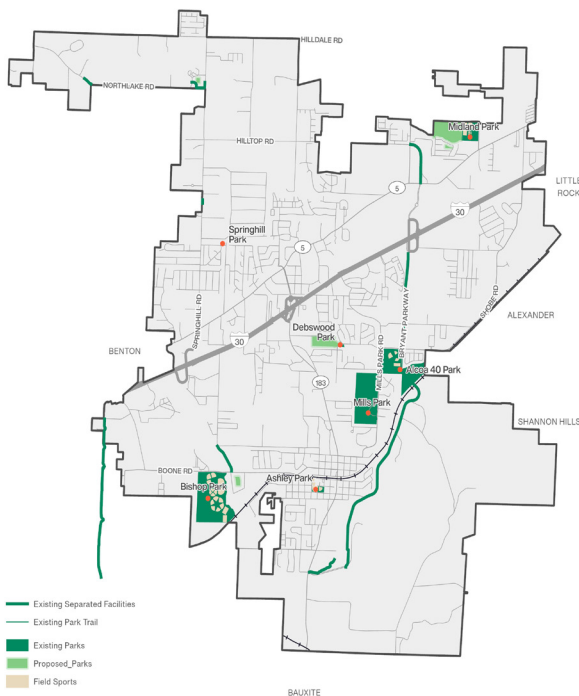
Bryant Water & Wastewater

Bryant's water and wastewater systems are guided by adopted master plans and engineering standards to ensure reliable service and support continued growth. The wastewater system includes gravity mains force mains lift stations and a treatment plant, serving more than 21000 residents through roughly 9645 connections across the city. The system conveys an average of 2.3 million gallons per day and is supported by an extensive network of sewer lines and lift stations, with planned improvements focused on expanding treatment capacity upgrading critical facilities and addressing system bottlenecks that may limit future development. The water system operates through two pressure zones and includes more than 108 miles of water mains supplied by Central Arkansas Water, along with multiple storage tanks that provide both usable capacity and reserve storage. Not all areas of Bryant are served directly by the city system as some portions are supplied by neighboring providers. Planned improvements to the water system include construction of a new elevated storage tank expansion of transmission lines and system looping projects to improve pressure reliability and fire flow capacity. Together these coordinated investments in water and wastewater infrastructure are intended to maintain regulatory compliance enhance system performance and accommodate ongoing residential and commercial growth.



Parks & Recreation

Bryant's parks and recreation system generally meets current resident needs, with major facilities including Bishop Park, Ashley Park, Mills Park, Alcoa 40 Park, and Midland Park, supported by community programming and events. The city currently maintains over 288 acres of parkland across mini, neighborhood, and community park types, with Bishop Park serving as the primary recreational hub. However, population growth is driving demand for additional park space, with projections indicating the need for approximately 14 parks and an additional 169 acres of parkland by 2040 to maintain current service levels. Key priorities identified in planning efforts include development of new parks, expansion of Midland Park, and renovations to existing parks to improve amenities such as ballfields, trails, and recreational features. Accessibility remains a significant challenge, as only 20 percent of residents live within a ten minute walk of a park, with notable gaps north of Interstate 30 and limited pedestrian and bicycle connectivity citywide due to incomplete sidewalk networks and development patterns. Schools also lack safe walking access to parks in most areas, further highlighting connectivity issues. Future planning efforts aim to address these gaps while also integrating park development with stormwater management opportunities to improve both recreation access and environmental resilience.



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Public Engagement & Educational Foundation

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Lifestyle Clusters

What is a Comprehensive Plan?

A **Comprehensive Plan** is a long-term guide that helps a city plan for its future growth and development. It outlines a community's vision and sets goals for how land is used, how neighborhoods develop, and how public spaces and infrastructure are improved over time. In simple terms, it helps answer questions like:

- ① Where should housing, businesses, and parks be located?
- ② How should transportation systems grow and connect?
- ③ What kinds of community character and quality of life should be preserved or enhanced?

The Comprehensive Plan also provides a foundation for future decision-making by city officials, staff, developers, and residents. Recommendations within the plan help guide updates to zoning regulations, infrastructure planning, capital improvements, and development policies. Through public engagement, stakeholder input, and technical analysis, the plan identifies both current challenges and future opportunities to create a more connected, resilient, and sustainable community.



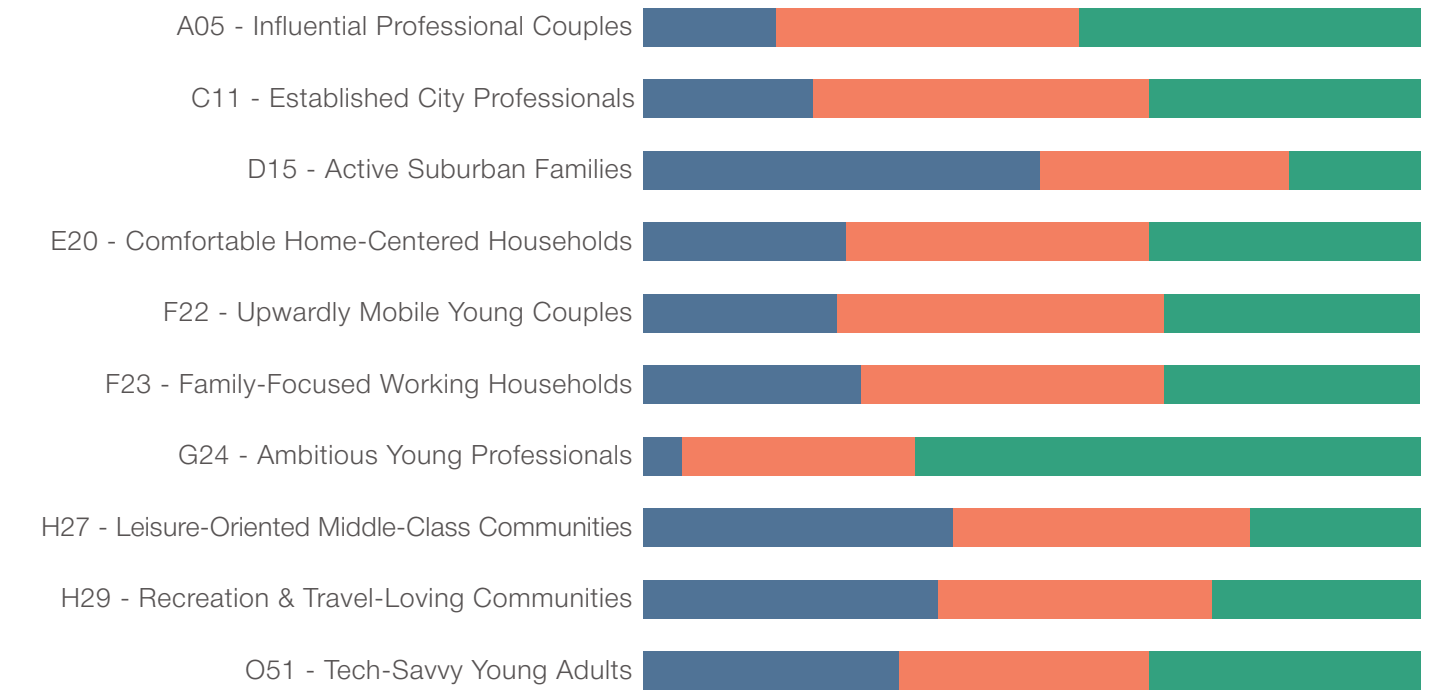
Source: LandUse USA Urban Strategies

Public Engagement & Educational Foundation

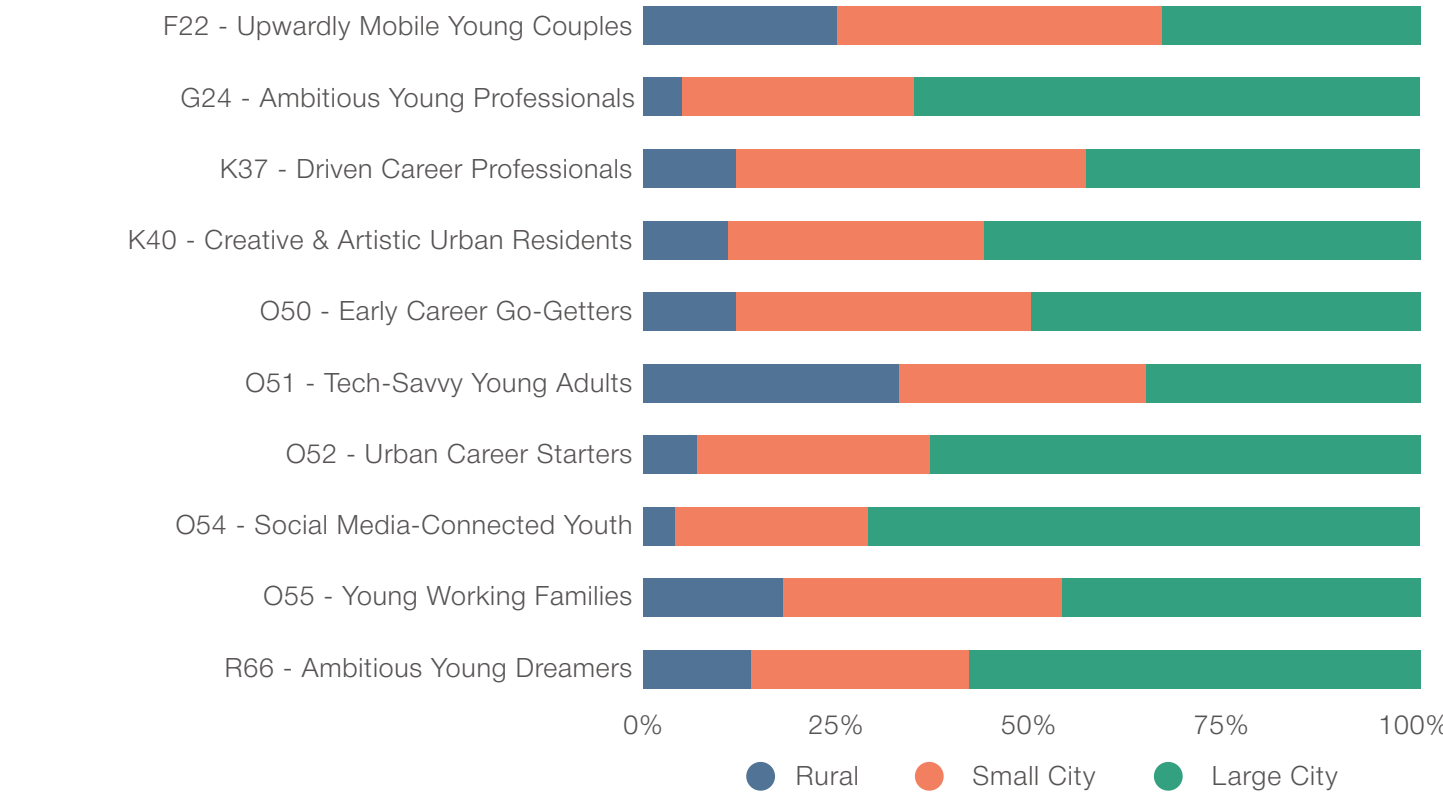
Lifestyle Clusters

TARGET MARKETS BY TENURE

OWNERS



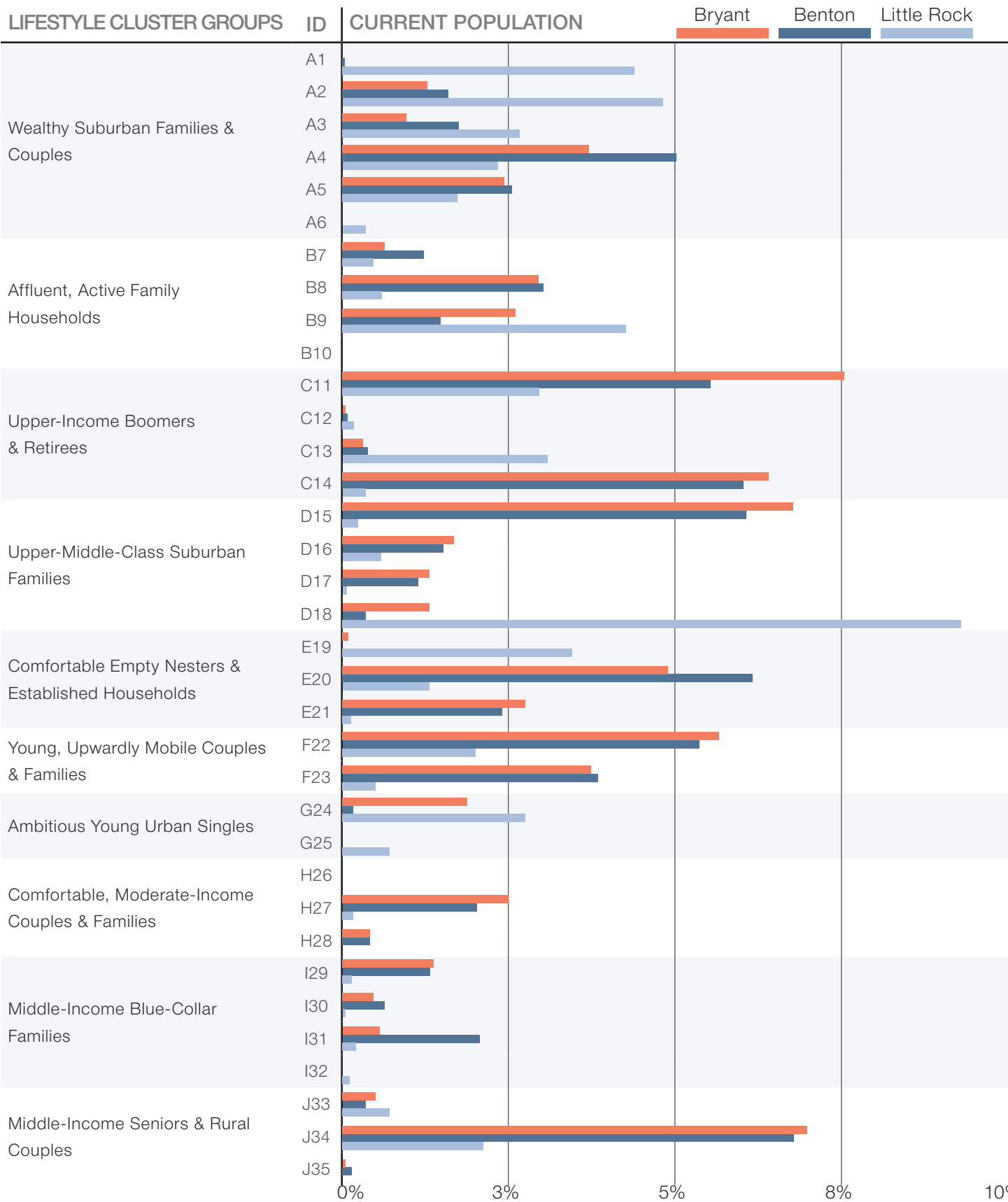
RENTERS



Source: LandUse USA Urban Strategies

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Lifestyle Clusters



Source: LandUse USA Urban Strategies

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Lifestyle Clusters



Public Engagement & Educational Foundation

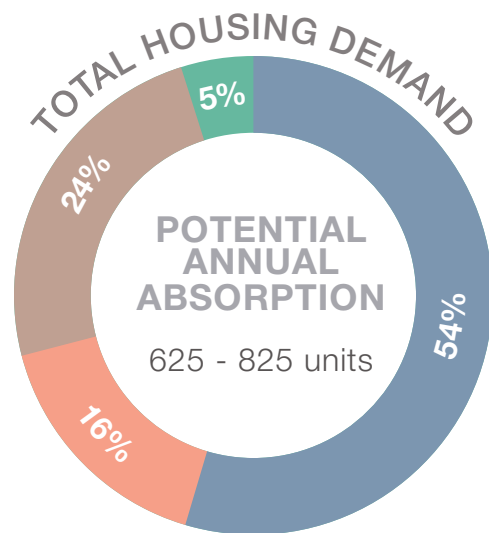
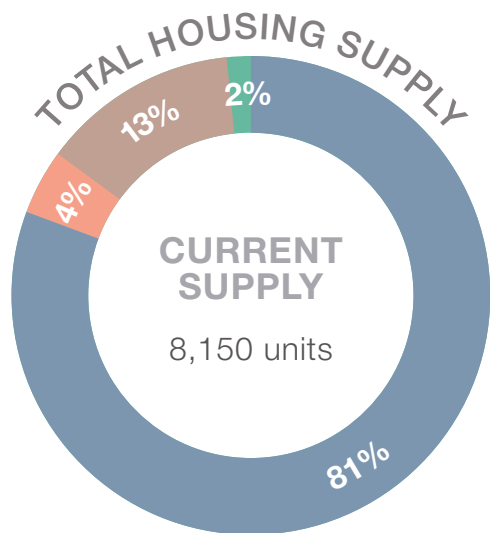
Supply & Demand

Bryant’s housing market shows an imbalance across product types, particularly between detached homes and smaller multi-family and “missing middle housing” options such as townhomes and duplexes.

Detached homes account for the largest share of the potential housing market and represent more than half of the total housing supply. However, supply in this category has outpaced demand, indicating that while detached homes remain the standard product type, the ownership market in particular is more saturated relative to other segments.

In contrast, townhomes, duplexes, and other “missing middle” types demonstrate meaningful absorption potential, indicating a market gap.

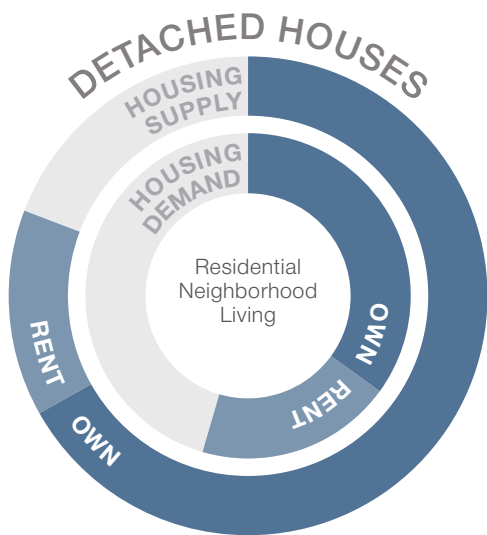
While existing multi-family development supports renter demand, the current mix of housing does not fully address the need for moderate-density options suited to young professionals, smaller households, and downsizing residents. Overall, single-family supply remains abundant, while opportunities exist to diversify the housing stock and better match demand with a broader range of housing types.



- Detached Houses
- Small Multi-Family & Townhouses
- Medium Multi-Family
- Large Multi-Family

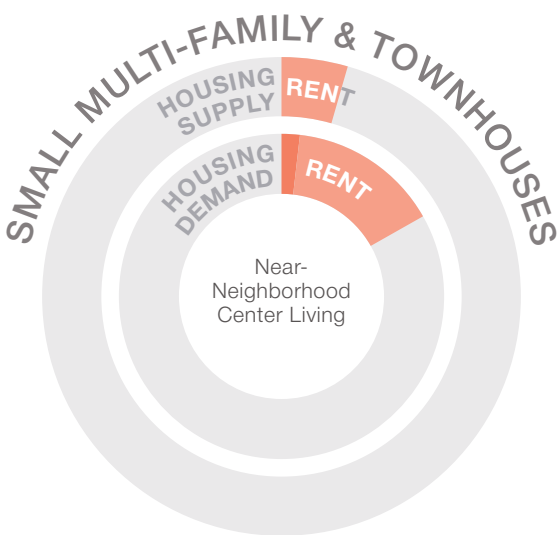
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Supply & Demand



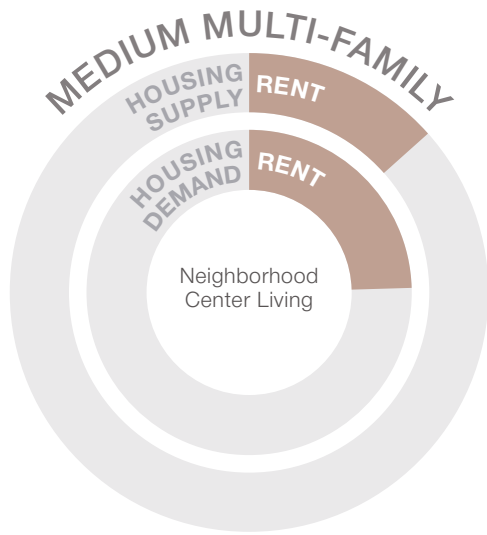
**POTENTIAL
ANNUAL
ABSORPTION**

292 - 449 units



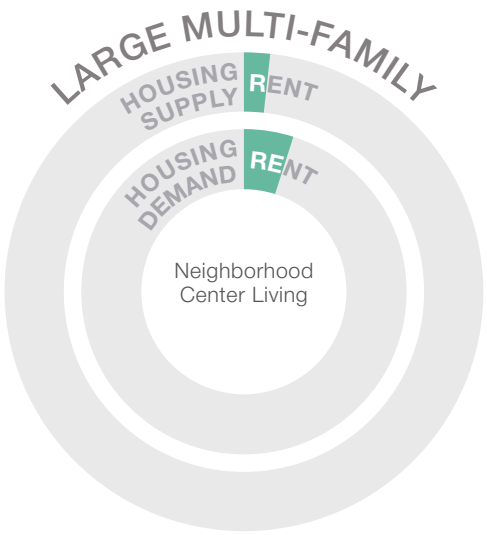
**POTENTIAL
ANNUAL
ABSORPTION**

117 - 136 units



**POTENTIAL
ANNUAL
ABSORPTION**

180 - 200 units



**POTENTIAL
ANNUAL
ABSORPTION**

36 - 40 units

Public Engagement & Educational Foundation

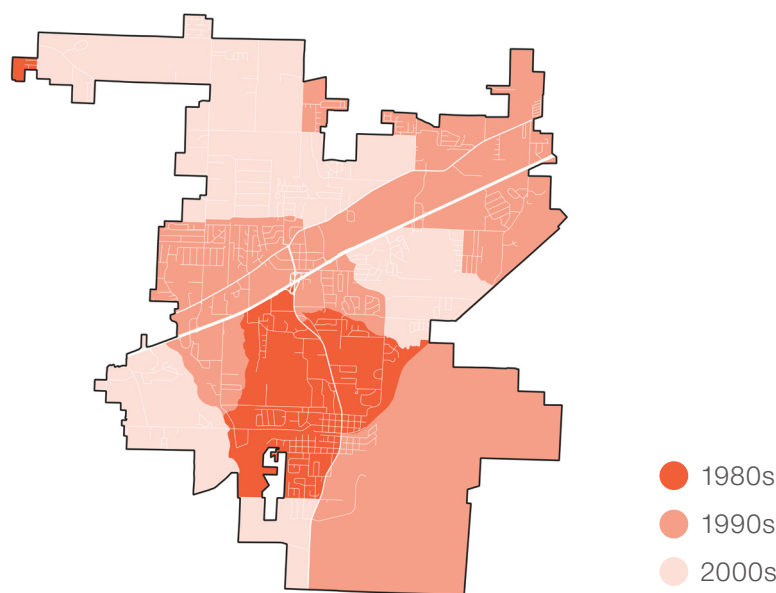
Land Development Patterns

Existing Housing Stock

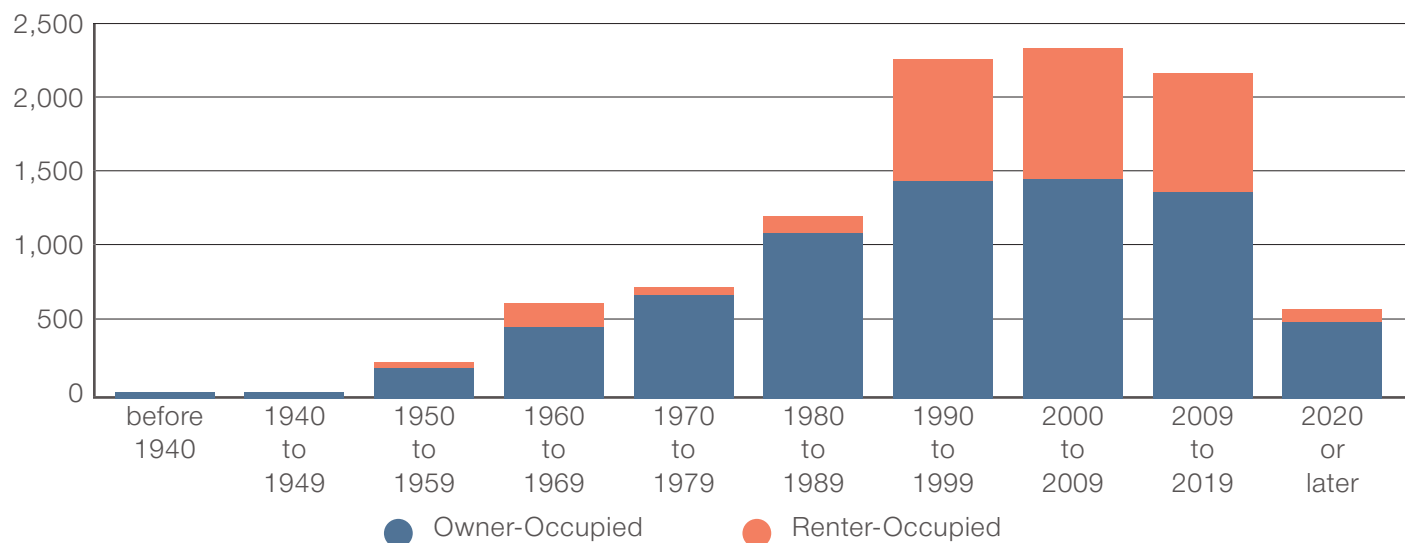
The oldest neighborhoods in Bryant are concentrated in the central and southern portions of the city, with newer development extending toward the north and east. The map below illustrates a clear pattern of expansion along major corridors, with much of the community built since the 1980s and significant growth continuing through the 1990s and 2000s.

This pattern is reinforced by the distribution of housing units over time. The largest share of homes were constructed between 1990 and 2009, with continued though slightly slower development into the 2010s and beyond. Owner-occupied housing makes up the majority of units across all periods, while renter-occupied units have increased more recently, reflecting a gradual diversification of housing options. Overall, Bryant’s housing stock is relatively modern, with most neighborhoods built within the past 30 to 40 years.

WHEN MOST HOMES WERE BUILT



HOMES BUILT EACH DECADE



Source: Urban Footprint, US Census, American Community Survey

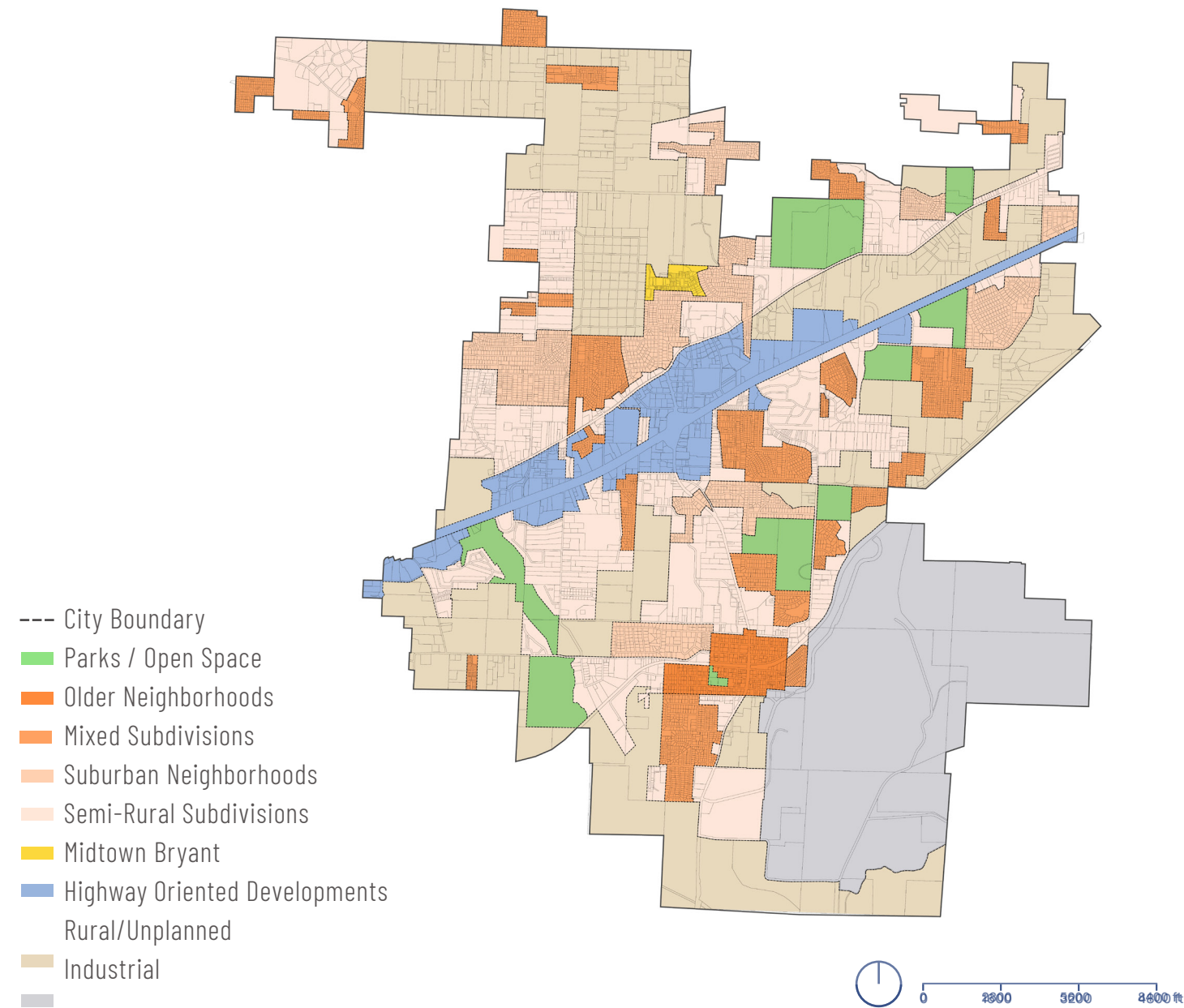
Public Engagement & Educational Foundation

Land Development Patterns

Pattern Analysis Overview

The map on this page illustrates the range of physical forms that shape development across Bryant. Each pattern reflects a different era of growth and a different approach to how streets, lots, buildings, and open space are arranged. While all are part of the same community, their distinctions are visible in block size, street connectivity, building placement, and the relationship between homes, businesses, and landscape.

Understanding these distinct forms is essential to addressing issues such as walkability, traffic congestion, infrastructure costs, and neighborhood vitality. Each pattern presents different opportunities and constraints, meaning solutions must be tailored to the specific characteristics of the place. The pages that follow examine these development types in more detail, highlighting how they influence daily life and long-term growth.



Public Engagement & Educational Foundation

Land Development Patterns

Overall Growth Patterns

Bryant's development pattern reflects a clear shift over time, with older neighborhoods concentrated in the central and southern parts of the city and newer growth extending north and east along major corridors. Most housing was constructed between 1990 and 2009, with continued, though slower, development in more recent years. As a result, the city's housing stock is relatively modern, typically within the last 30 to 40 years. Homeownership remains the dominant tenure across these areas, though rental housing has gradually increased, indicating a growing diversity of housing options.



Why Development Patterns Matter

Different neighborhood types affect:

- ① Walkability
- ② Traffic Flow
- ③ Infrastructure Costs
- ④ Neighborhood Character

Older Neighborhoods

- » **Small blocks & Connected street grid**
- » Homes **close to the street**
- » **Walkable & Easy to navigate**
- » Consistent lot sizes & Mature Trees
- » Strong neighborhood cohesion
- » Example: Heart of Bryant

Mixed Subdivisions-Hidden Forrest

- » Built **over time with no single plan**
- » **Irregular street patterns**
- » Mix of lot sizes, housing types, and ages
- » Some connections, but many **dead ends or loops**
- » **Fragmented & Less cohesive**
- » Example: Hidden Forrest Subdivision



Suburban Neighborhoods

- » **Curving streets, loops, and cul-de-sacs**
- » **Larger blocks and limited connections**
- » Homes **farther back** with garages facing streets
- » **Auto-oriented**, less walkable
- » More uniform but less connected
- » Example: West Pointe Subdivision

Public Engagement & Educational Foundation

Land Development Patterns



Midtown Bryant

- » **Mixed-use** (residential, commercial, and civic)
- » **More connected street network**
- » Buildings closer together & Oriented to streets
- » Includes **parks and shared spaces**
- » Designed for **walkability** and **accessibility**

Semi-Rural Subdivisions

- » **Low density** with **large lots**
- » Limited and disconnected streets
- » Homes spaced far apart with **natural landscape**
- » Minimal infrastructure (few sidewalks)
- » Focus on **space and privacy over connectivity**
- » Example: Hickory Creek Subdivision

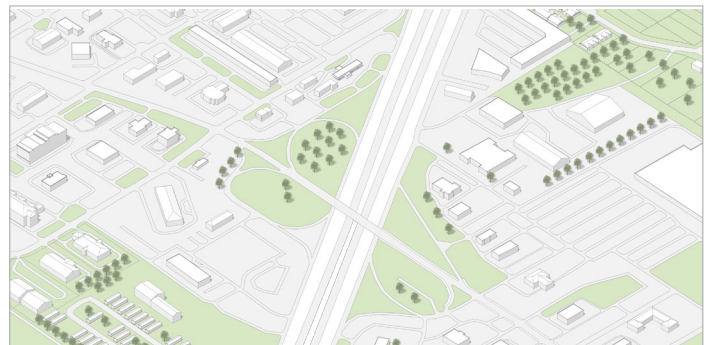


Rural Areas

- » **Very low density & large land tracts**
- » Sparse development (homes, farms)
- » Few roads and **no urban infrastructure**
- » Landscape dominated by **natural vegetation and agricultural land**
- » Example: Springhill Acres Subdivision

Highway-Oriented Development

- » Located along **major roads & interchanges**
- » Large buildings with **big parking lots**
- » Buildings set far from the street
- » **Designed for cars, not pedestrians**
- » Minimal implementation of sidewalks, trees, or cohesive streetscape



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Results from Open House

Results from Open House

Land Development Patterns

Meeting in a Box

To build awareness of the planning process and encourage participation in the initial community survey, the Mayor and City staff engaged with six stakeholder groups representing a diverse cross-section of Bryant residents, business leaders, civic organizations, and community partners. During these presentations, participants were invited to provide feedback through a brief interactive survey focused on Bryant's strengths, challenges, and future opportunities.

These stakeholder meetings engaged 61 participants and generated 279 responses. Feedback consistently emphasized transportation and infrastructure improvements, expanded parks and recreational opportunities, economic development, enhanced community services, and preserving Bryant's small-town character and high quality of life.

In addition to stakeholder meetings, the project team conducted 11 pop-up engagement events at various times and locations throughout the community. These events were held at local restaurants, community gathering places, and public events, allowing residents to learn about the planning process, ask questions, and participate in the survey in a convenient and accessible setting. More than 350 residents were engaged through these community outreach events. Together, these efforts helped broaden public awareness of the Comprehensive Plan and ensured input was collected from a wide range of community members.

Out of the 5 meetings Bryant hosted, we heard...



22
mentions of
Transportation &
Road Condition



15
mentions of
Parks, Trails,
& Recreation



12
mentions of
Economic
Development



13
mentions of
Utilities &
Infrastructure

Results from Open House

Land Development Patterns

Survey Summary

Survey #1 generated 1,739 responses and provided a strong foundation for understanding community priorities, concerns, and aspirations for Bryant's future. Across nearly every topic area, respondents expressed a desire to manage growth while preserving the qualities that make Bryant an attractive place to live. The survey highlighted transportation, infrastructure, quality of life, economic development, and housing as the most important issues facing the community.

Transportation and infrastructure emerged as the highest priorities among respondents. Traffic congestion, roadway improvements, and drainage issues consistently ranked as the most significant concerns, with many residents specifically identifying major corridors and intersections that require attention. Survey participants also expressed strong support for expanded sidewalks, trails, and bicycle facilities but noted that safety concerns, heavy traffic, and gaps in existing infrastructure often discourage walking and cycling. Stormwater management, street maintenance, and water and sewer capacity were also identified as critical infrastructure needs that must be addressed alongside future growth.

Quality of life responses demonstrated a strong desire to preserve Bryant's small-town character while expanding amenities and recreational opportunities.

Parks, trails, and recreational facilities ranked highly among community priorities, and many residents supported the creation of a town center or gathering place that could serve as a focal point for community activity. Economic development responses emphasized a preference for restaurants, entertainment venues, neighborhood-scale retail, and locally owned business rather than large-scale commercial or industrial development. Housing responses indicated continued strong support for detached single-family homes, with family-oriented and starter homes receiving the highest levels of support, while larger apartment developments generated more limited interest.

Overall, the survey results provide a clear direction for the comprehensive plan. Residents consistently identified transportation and infrastructure improvements as top priorities while also emphasizing the importance of preserving Bryant's community character. The responses support continued investment in parks, trails, and community gathering spaces along with locally focused economic development and housing options that align with community preferences. Together, these findings help establish the framework for future planning recommendations, implementation strategies, and investment priorities. A complete summary of Survey #1 findings is included in the Appendix.



Results from Open House

Land Development Patterns

SURVEY #1 SUMMARY



The following summarizes responses to the first public survey for the Bryant Comprehensive Plan. The survey drew **1,739 total respondents**; individual questions were answered by fewer participants, and counts are noted with each finding. Results are grouped into five topic areas: transportation, quality of life, development and construction, housing, and other infrastructure.

HOW TO READ THIS SUMMARY

Each finding below distills a recurring theme from the survey and is tagged to one of five topic areas. Supporting figures come directly from the survey tabulation; open-ended questions were reviewed and summarized by theme, with a few short verbatim comments included.

TRANSPORTATION

QUALITY OF LIFE

DEVELOPMENT

HOUSING

OTHER INFRASTRUCTURE

TRANSPORTATION

01 - 03

01

TRANSPORTATION

Roads and traffic are the clear top priority

Traffic and roadway improvements were the most-selected infrastructure priority by a wide margin, chosen by **76% (1,123 of 1,475)** of respondents to the infrastructure question — well ahead of every other category. “Traffic” and “roads” were also the most frequent words in open-ended answers about what Bryant should focus on next.

SURVEY RESPONDENTS Q9 infrastructure priority; echoed across Q2 and Q15 open responses.

02

TRANSPORTATION

Streets, utilities and drainage lead the list of issues

Asked to name the three most important issues facing Bryant, **52% (830)** selected “streets, utilities, drainage” — the single most-chosen issue overall. Specific corridors such as Springhill and Reynolds recur in written comments.

SURVEY RESPONDENTS Q2, n = 1,584 answered.

03

TRANSPORTATION

Unsafe conditions discourage walking and biking

Among barriers to walking or cycling, the most cited were lack of sidewalks or bike facilities (**53%, 776**), heavy traffic (**49%, 709**), and dangerous intersections (**42%, 606**). Only about 6% said they walk or bike without major concerns.

SURVEY RESPONDENTS Q11, select-all; percentages exceed 100%.

Results from Open House

Land Development Patterns

QUALITY OF LIFE

04 - 06

04

QUALITY OF LIFE

"Small-town feel" is what residents most want to keep

In open-ended answers, the small-town, community feel dominated. "Small" and "town" were by far the most common words in both what people like most about Bryant and what they want preserved as it grows. One respondent wrote: *"Small town feel but close to services."*

SURVEY RESPONDENTS Q14 (1,080) and Q16 (996) open responses.

05

QUALITY OF LIFE

Parks, trails and recreation rank high

Additional parks, trails and recreational opportunities were named a top-three issue by **37.5% (594)** of respondents, and parks recur throughout written comments. Specific requests included a public pool and expanded sports facilities — e.g., *"Why doesn't Bryant have a place to take the kids swimming?"*

SURVEY RESPONDENTS Q2; recreation themes in Q15 and Q17.

06

QUALITY OF LIFE

Strong, if mixed, support for a town center

On developing a traditional town center or gathering place, **60%** rated it "very important" or "important" (479 + 466 of 1,569), though about 12% called it "not important." "Lack of a town center" was also a top-three issue for one-third of respondents.

SURVEY RESPONDENTS Q3 (n = 1,569) and Q2.

DEVELOPMENT & CONSTRUCTION

07 - 08

07

DEVELOPMENT

Restaurants, entertainment and small retail are most welcome

Asked what Bryant should encourage, respondents most favored entertainment/attractions (**59% encourage**), restaurants (**58%**), small neighborhood retail (**45%**) and grocery stores. Industrial manufacturing, big-box retail and hotels drew the most "limit" responses.

SURVEY RESPONDENTS Q10, n = 1,464.

08

DEVELOPMENT

Economic development and vacant properties are concerns

Economic development (job creation and business growth) was a top-three issue for **21% (328)**, and written comments frequently asked for smaller, locally owned and family-focused businesses over large chains. Vacant and abandoned properties were flagged by about 9%.

SURVEY RESPONDENTS Q2; business themes in Q15 and Q17.

Results from Open House

Land Development Patterns

HOUSING

09 – 11

09

HOUSING

Single-family detached homes dominate both supply and demand

About **96%** of respondents currently live in single-family homes, and preferences track closely: **90%+** prefer single-family (medium 52%, large 38%). Attached and multi-unit formats each drew roughly 1–2% of preferences.

SURVEY RESPONDENTS Q4 (1,556) and Q6 (1,534).

10

HOUSING

Residents favor family and starter homes, resist apartments

On housing types to encourage, family-size homes led decisively (**66% encourage**), followed by starter homes (**39%**). Apartments (**63% limit**) and mobile homes (**71% limit**) drew the strongest resistance. Opposition to apartments recurs sharply in open comments.

SURVEY RESPONDENTS Q7, *n* = 1,513.

11

HOUSING

Most are satisfied; aging-in-place needs are emerging

About **68% (1,055)** said their current housing meets their preferences; the largest unmet wish was for a larger home (14%). For aging in place, top supports were neighborhood safety/lighting (**46%**), proximity to medical services (**45%**), and transportation for non-drivers (**44%**).

SURVEY RESPONDENTS Q5 (*n* = 1,547) and Q8, *select-up-to-three*.

OTHER INFRASTRUCTURE

12 – 13

12

OTHER INFRASTRUCTURE

Stormwater and drainage are a leading concern

After roads, stormwater and drainage was the second-ranked infrastructure priority, selected by **49% (720)**. “Drainage” and “water” appear frequently in open-ended answers about the city’s top issue for the next five years.

SURVEY RESPONDENTS Q9; reinforced in Q15 open responses.

13

OTHER INFRASTRUCTURE

Lighting, neighborhood streets and sewer capacity also rank

Street lighting and neighborhood streets (**50%, 737**) and water/sewer capacity (**37%, 541**) rounded out the infrastructure priorities. Sidewalks and trails were close behind at 39%.

SURVEY RESPONDENTS Q9, *select-up-to-three*; *n* = 1,475.

WHERE THIS POINTS NEXT

Survey 1 converges on a clear direction: fix roads, traffic and drainage first; protect the small-town feel and invest in parks, trails and a central gathering place; welcome restaurants, entertainment and locally owned business over big-box and industrial uses; and grow housing primarily through family and starter homes while most residents remain wary of apartments. These priorities, together with emerging aging-in-place and walkability needs, set the agenda for the next phase of planning.

Results from Open House

Land Development Patterns

Meeting Topics Discussed

As part of the Design Week process, a series of focused stakeholder meetings were conducted to gather input on key topics affecting Bryant's future growth and development. These meetings brought together city staff, elected officials, consultants, business leaders, developers, community organizations, infrastructure professionals, and residents to discuss opportunities, challenges, and long-term priorities across a variety of planning topics. Discussions focused on areas including housing, transportation, parks and recreation, economic development, infrastructure, utilities, and development regulations.

The meetings provided an opportunity for participants to share local knowledge, identify existing challenges, and discuss strategies to help guide Bryant's future growth and investment decisions. While each meeting focused on a specific topic area, several common

themes emerged throughout the discussions, including the importance of improving connectivity, supporting walkable and mixed-use development, maintaining community character, coordinating infrastructure with growth, and creating long-term financial sustainability. Participants also emphasized the need for clear development standards, predictable processes, and investments that improve quality of life while preparing Bryant for continued growth.

The following summaries highlight the major discussion points, recurring themes, and key opportunities identified during each stakeholder meeting. Together, the meetings provided valuable insight into community priorities and will help inform future planning efforts, policy recommendations, and implementation strategies throughout the comprehensive planning process.

Topics Covered:

Commercial & Economic Development

Parks & Trails

Transportation & Connectivity

Utilities & Stormwater

Ordinances & Codes

Housing

Results from Open House

Land Development Patterns

Commercial & Economic Development

Economic development discussions centered on how Bryant can strengthen its identity while creating more locally-focused destinations and long-term financial sustainability. The meeting included 13 participants representing city leadership, chamber of commerce, business and financial professionals, developers, consultants, and community stakeholders. Conversations focused on revitalizing the Heart of Bryant, supporting reinvestment and adaptive reuse, and encouraging development patterns that better reflect the character and needs of the community.

Participants identified significant retail leakage in areas such as entertainment, recreation, restaurants, and specialty retail, noting that many residents currently leave Bryant for dining, shopping, and entertainment opportunities. Strong market opportunities were identified for additional grocery options, local restaurants, entertainment venues, food trucks, pop-up retail, gathering spaces, and recreation-oriented businesses. Attendees emphasized that future economic development efforts should prioritize unique, locally-owned businesses rather than focusing primarily on large national retailers.



The group also discussed how current zoning and development standards may unintentionally limit mixed-use development, adaptive reuse projects, small-scale redevelopment, and missing middle housing opportunities. Participants highlighted the need for greater housing variety, better street connectivity, walkable development patterns, and more flexible redevelopment standards that can encourage incremental reinvestment throughout the city. Long-term infrastructure costs and disconnected growth patterns were also major concerns raised during the meeting. Participants emphasized the importance of encouraging development that generates enough long-term value to support future infrastructure maintenance and replacement costs. Potential implementation tools discussed included fair-share infrastructure programs, redevelopment incentives, and flexible zoning approaches that can better support strategic reinvestment and financially sustainable growth patterns.

Results from Open House

Land Development Patterns

Parks & Trails

Parks and recreation emerged as one of the strongest quality-of-life priorities discussed during Design Week. The meeting included 9 participants representing city staff, consultants, and community stakeholders who explored future recreational needs, connectivity improvements, and opportunities to expand Bryant's park system as the city grows.

Participants discussed the importance of increasing park access, improving trail connectivity, and creating destination gathering spaces that strengthen community identity. The conversation also focused on diversifying recreation opportunities beyond traditional sports facilities and planning for the city's long-term recreational needs. Several attendees noted that some neighborhoods currently lack access to parks within a ten-minute walk, reinforcing the need for a more connected and accessible park system.



Long-term projections discussed during the meeting indicated Bryant may need approximately 61 additional acres of neighborhood parks and 350 additional acres of community parks by 2050. [TS1.1] Participants also identified recreation and entertainment gaps within Bryant and the surrounding region, creating opportunities for additional amenities and destination-oriented spaces.

Trail connectivity and recreation diversity were recurring themes throughout the discussion. Participants expressed strong support for expanded trail systems, bike facilities, splash pads, public art, passive recreation areas, teen-focused spaces, and flexible community event areas. The Bryant Parkway Trail was identified as a successful recreational investment, with additional north-south trail and sidewalk connections strongly encouraged, particularly north of Interstate 30.

The discussion also addressed implementation strategies and funding considerations. Participants emphasized the importance of foundational amenities such as restrooms, event spaces, and flexible public gathering areas within future park projects. Opportunity areas identified for future recreational investment included Boswell Park, northern Bryant locations, and the downtown/City Hall area.

Results from Open House

Land Development Patterns

Transportation & Connectivity

Transportation discussions focused on addressing current mobility challenges while planning for Bryant's continued growth and future infrastructure demands. The meeting included 11 participants representing city staff, consultants, public safety officials, school representatives, and infrastructure professionals who discussed roadway improvements, connectivity needs, safety concerns, and long-term transportation planning strategies.

Survey results showed transportation as one of the community's highest priorities, with 76% of respondents identifying transportation improvements as a major concern. Participants discussed ongoing issues related to congestion, roadway maintenance, safety, and limited walkability and bicycle connectivity throughout the city. Crash hotspots were identified along Interstate 30, service roads, and several major intersections, highlighting the need for both operational and long-term infrastructure improvements.

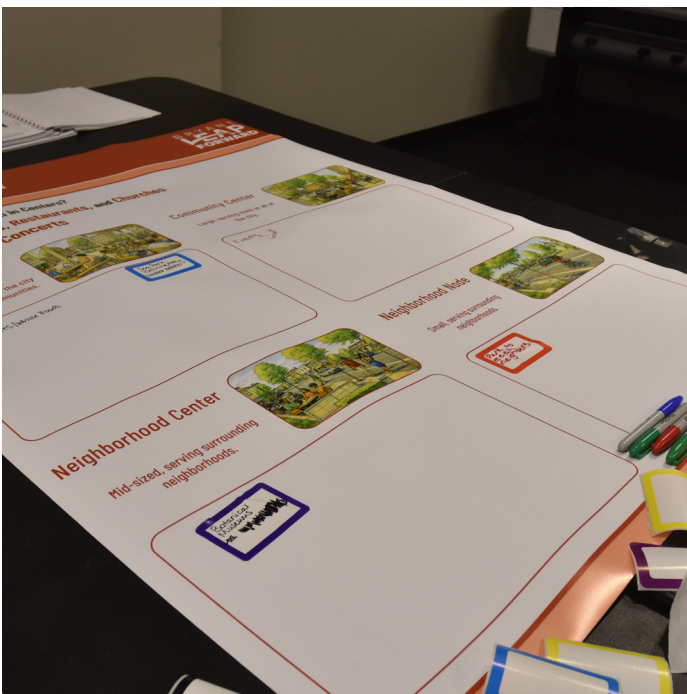
Several corridor and connectivity projects were identified as priorities during the discussion. Spring Hill Road was consistently identified as the city's top transportation priority corridor, followed by Hilltop Road as a secondary focus area. Additional projects discussed included the



Shobe to Prickett connector, Boone Road improvements, and reconnecting neighborhoods and trail systems west of the parkway. Participants also emphasized expanding sidewalks, trails, and side-path systems to improve multimodal transportation and overall connectivity.

Funding and infrastructure coordination were major topics throughout the meeting. Participants noted that many roadway projects rely heavily on ARDOT coordination, federal and state grant opportunities, and multi-jurisdictional partnerships. Rising construction costs and previous investments in the parkway system were discussed as contributors to existing street maintenance backlogs. The group also identified a need for clearer developer contribution requirements and updated traffic study thresholds to better align development impacts with infrastructure planning efforts.

Safety and emergency response remained key priorities during the discussion. Participants emphasized maintaining efficient EMS and public safety response times while planning future roadway improvements. Roundabouts were discussed as a potential long-term strategy to improve operations, reduce conflict points, and lower long-term maintenance costs. Overall, the meeting reinforced the importance of a coordinated, multimodal transportation system that supports Bryant's long-term growth, safety, and connectivity goals.



Results from Open House

Land Development Patterns

Utilities & Stormwater

Infrastructure discussions focused on how Bryant can continue accommodating rapid growth while maintaining reliable utility systems, improving flood protection, and managing long-term infrastructure costs. The meeting included 9 participants representing city staff, consultants, engineers, and infrastructure professionals who discussed stormwater management, sewer capacity, water system improvements, and utility coordination challenges throughout the city.

Stormwater and flooding concerns were a major focus of the discussion. Participants noted that Bryant has already adopted a comprehensive stormwater master plan and is currently evaluating future stormwater fee structures to help support ongoing infrastructure improvements. Since the major flooding events experienced after 2016, the city has implemented projects focused on drainage improvements, roadway safety, and flood mitigation. Participants also discussed the adoption of stricter stormwater review standards and detention requirements intended to reduce future flooding impacts and improve system performance. Despite these efforts, ongoing challenges remain related to subdivision drainage maintenance responsibilities and development constraints associated with floodplain areas.

Sewer infrastructure and system capacity were also identified as critical issues affecting future development and long-term growth. Participants discussed the importance of the ongoing Lift Station 5 expansion project, which is intended to increase sewer capacity and reduce flooding concerns within the collection system. Additional wastewater treatment plant upgrades and collection system improvements are also planned to support continued growth. The group discussed how infrastructure fees



adopted in 2023 are helping fund water and wastewater capital improvement projects while also emphasizing the city's willingness to partner with developers on strategic sewer extensions and infrastructure improvements.

Water system capacity was generally viewed as adequate to support future growth, though several priority areas for improvement were identified. Participants discussed the need for additional fire flow improvements, water line looping projects, smart metering technology, leak reduction efforts, and improved coordination with future roadway widening projects. Challenges associated with smaller water lines and limited hydrant access in older parts of the city and redevelopment areas were also discussed as ongoing infrastructure concerns.

Utility coordination emerged as another significant theme throughout the meeting. Participants noted that coordination between utilities, roadway projects, and fiber installations can often create challenges during construction and long-term maintenance efforts. Highway 5 widening was identified as a major opportunity to consolidate utilities and complete infrastructure upgrades alongside transportation improvements. The discussion also reinforced the city's continued emphasis on floodplain management, including higher freeboard standards and ongoing flood mitigation strategies designed to improve public safety and long-term resilience.



Results from Open House

Land Development Patterns

Ordinances & Codes

The Codes and Ordinances meeting brought together 12 participants, including city staff, elected officials, planning commissioners, engineers, consultants, and development professionals, to discuss opportunities for improving Bryant's development regulations and long-term growth strategies. The discussion focused on increasing flexibility, predictability, and efficiency within the city's zoning and development processes while continuing to maintain safety and infrastructure standards. Participants emphasized the importance of supporting walkable mixed-use development, neighborhood-scale growth, and stronger coordination between zoning, infrastructure, and permitting processes.

Several key themes emerged during the meeting. Participants expressed strong interest in more flexible zoning regulations, mixed-use development opportunities, neighborhood-scale retail, and gathering spaces that could improve walkability and create stronger community destinations. There was also significant support for expanding housing options, including missing middle housing and redevelopment-friendly standards. The Heart of Bryant area was repeatedly identified as a priority location for zoning reform and updated development standards. Other mixed-use nodes throughout the city



were viewed as a strategy to reduce car dependency, improve connectivity, and increase long-term economic value per acre.

At the same time, participants discussed ongoing concerns related to traffic, flooding, growth management, and perceptions that Bryant can be more difficult to develop in compared to neighboring communities. To address these issues, the group supported earlier pre-development coordination meetings, expanded staff-level approvals for routine projects, and improved coordination between planning, engineering, inspections, and infrastructure review processes. Faster review timelines and parallel form-based code processes were also discussed as tools to improve approval speed and increase predictability for developers and property owners.

Long-term strategies focused on directing future growth toward infrastructure-supported corridors and mixed-use nodes, particularly along Highway 5 and Spring Hill. Participants also encouraged continued evaluation of impact fees, redevelopment incentives, and phased implementation strategies for updated development standards. Overall, the discussion emphasized the importance of clear communication, codified processes, and long-term consistency in development policy to support Bryant's future growth and redevelopment efforts.



Results from Open House

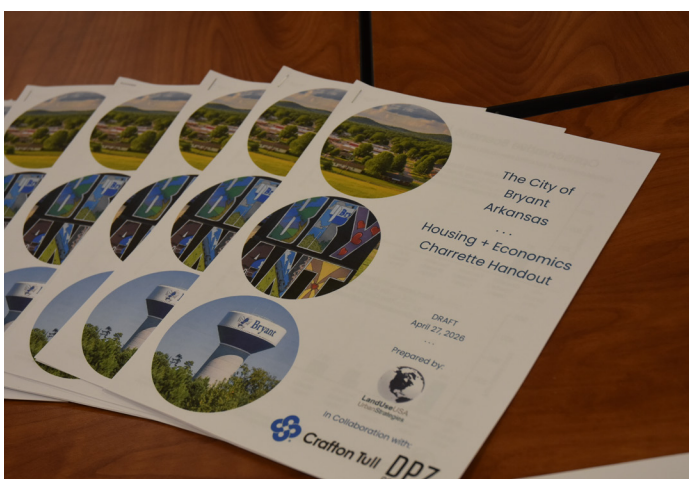
Land Development Patterns

Housing

As Bryant continues to experience rapid growth, housing discussions focused on balancing new development with community character and long-term livability. The meeting included 12 participants made up of city staff, consultants, developers, residents, and community stakeholders who discussed housing demand, affordability, neighborhood design, and future development patterns throughout the city.

Participants noted that Bryant added approximately 1,000 new households over the last year, demonstrating continued demand for a range of housing options. Strong demand was identified for traditional single-family homes, duplexes, small multi-unit developments, and higher-end rental products. Attendees observed that smaller-scale housing types appear to fit market preferences more effectively than large apartment complexes, particularly when integrated into walkable neighborhood environments.

Much of the discussion centered around the need to address Bryant's "missing middle" housing gap. Participants identified opportunities for duplexes, triplexes, four-plexes, and small multifamily buildings that can provide additional housing variety while still maintaining neighborhood character. Successful higher-density housing was consistently tied to strong amenities, walkability, private entrances, neighborhood-scale design, and access to parks, trails, and gathering spaces.



The meeting also highlighted several barriers to housing development, including rezoning challenges, public concerns regarding density, rising construction costs, and infrastructure expenses. Participants emphasized the importance of public education surrounding housing diversity, encouraging well-designed small-scale multifamily projects, and adopting more flexible zoning and development standards. The long-term vision discussed focused on creating smaller mixed-use neighborhood nodes throughout Bryant rather than relying on a single large downtown center, while continuing to support code reforms and partnerships that address future housing needs.

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Implementation & Next Steps

Implementation & Next Steps

Development

Development in Bryant is governed by a coordinated framework of adopted ordinances, technical standards, and master planning documents that collectively regulate land use, subdivision, infrastructure design, and public improvements. The regulatory system establishes enforceable requirements for private development while aligning growth with adopted municipal policies.

Land Use

Land use and development are regulated through the City's adopted zoning ordinance. The current Zoning Code was originally adopted in September of 1999 and amended over time to the current version. The zoning framework establishes district classifications, permitted and conditional uses, dimensional standards, and site development requirements. District categories include residential, commercial, open space, floodway, industrial, and planned unit development districts.

While the zoning code established minimum lot sizes and dimensional standard for residential districts, certain subdivision standards differ. Clarifying the relationship between subdivision and zoning dimensional standards could improve predictability during development review.

Administrative authority is vested in the designated Administrative Official, with review and decision-making responsibilities distributed among the planning Commission, Development Review Committee, Board of Adjustment, and City Council as prescribed by ordinance. Building permits and certificates of occupancy are issued upon compliance with zoning and other regulations.

Bryant also has two overlay districts, Midtown (2007) and Heart of Bryant (2015). These districts function as geographic districts that apply additional development standards beyond conventional zoning classification. Both districts function with mixed-use form-based codes, integrating commercial and residential uses together while prioritizing pedestrian design. As special districts operating differently from conventional zoning, there are opportunities to improve coordination and streamline implementation. Refinements could include clearer alignment between these districts and subdivision procedures, consolidation of overlapping design standards, and expanded administrative approval authority.



Implementation & Next Steps

Development

Subdivision and Development

The division of land and installation of public infrastructure are regulated through the city's subdivision regulations, originally adopted in 1989 and amended over time. These standards govern plat approvals, street layout, connectivity, utility extensions/connections, easements, right-of-way, and infrastructure construction.

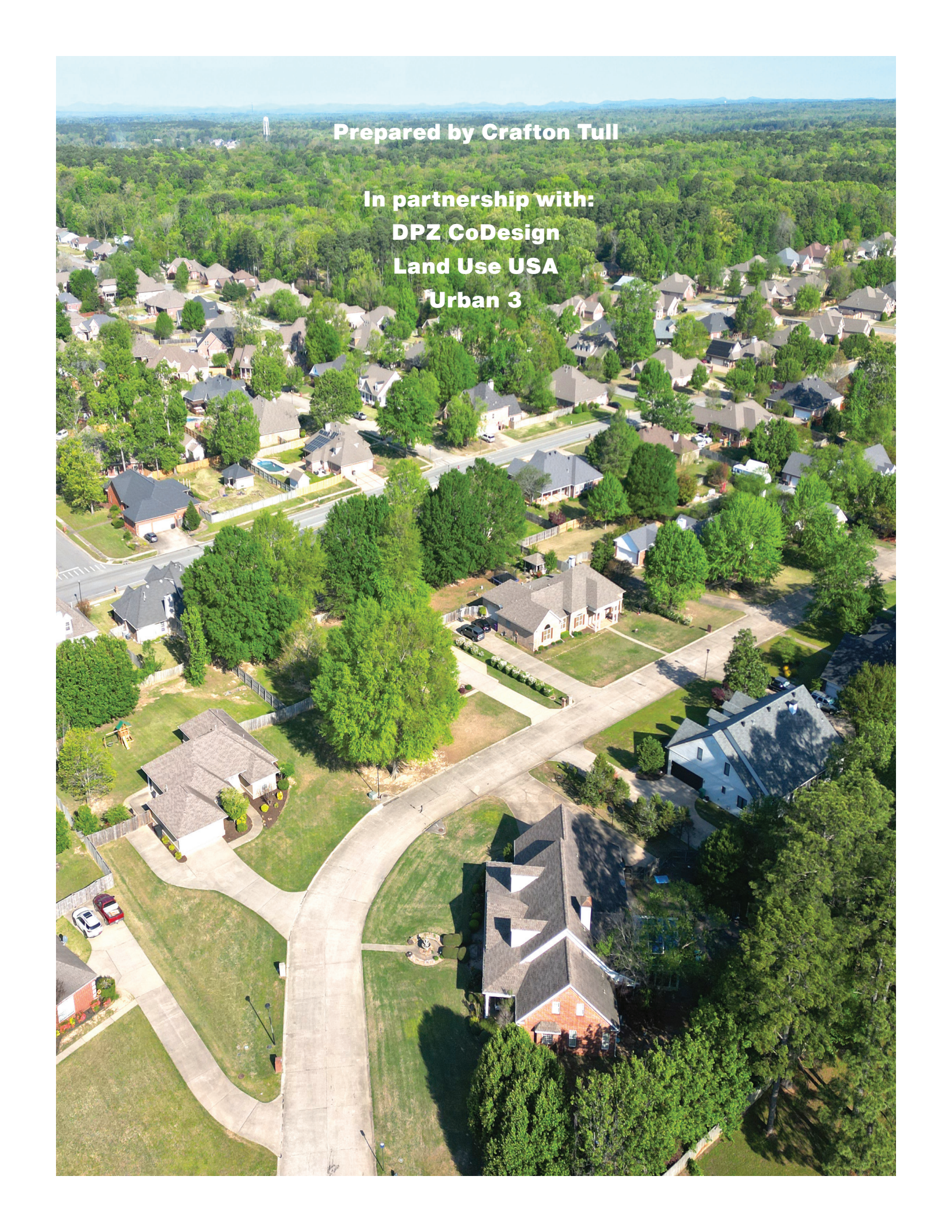
Development proposals must demonstrate compliance with adopted transportation classifications and infrastructure standards. Utilities are not extended to developments that fail to comply with subdivision requirements.

Street construction is further governed by adopted minimum street specifications and the master transportation plan, which establish design and construction standards for pavement, drainage structures, curbs, sidewalks, and related improvements.

In certain cases, subdivision infrastructure standards differ from other adopted engineering and transportation documents. This difference in standards has been caused by the subdivision codes age and lack of updating compared to Bryant's other codes and plans. Greater alignment among these documents would enhance clarity regarding governing standards and hierarchy.

Overall, while Bryant's subdivision regulations provide a framework for coordinating infrastructure with development, updates to better align them with newer transportation and engineering standards could improve consistency and streamline implementation.



An aerial photograph of a suburban neighborhood. The scene shows a mix of single-story and two-story houses with various roof colors (grey, brown, blue). The houses are interspersed with lush green trees. A paved road curves through the center of the image. In the background, a dense forest covers a hillside, and a distant water tower is visible against a clear blue sky.

Prepared by Crafton Tull

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