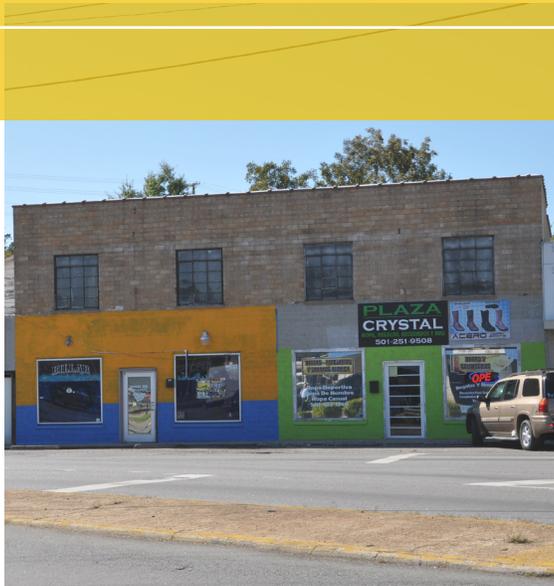
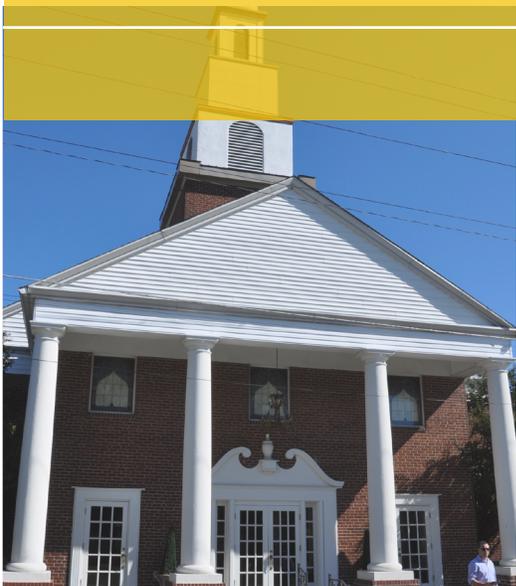




# LEVY *NORTH LITTLE ROCK, AR*



## APPENDIX



# ACKNOWLEDGMENTS

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# INTRODUCTION

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## Purpose of the Initiative

In 2012, Metroplan received a \$1.4 million grant from the U.S. Department of Housing and Urban Development (HUD) to develop a comprehensive regional plan for sustainable development. Funds have and will be used to fully develop the long-range transportation plan to better consider affordable housing, economic development, health, environmental and energy concerns.

Setting the stage for the regional plan implementation is a key feature of the HUD Sustainable Communities Grant work plan, assembled through the Imagine Central Arkansas process. The Jump Start Development Plans, of which this existing and needs assessment is a part, are the first step toward implementation. In order to actually realize the development patterns necessary to promote livability, the market for sustainable developments will have to be proved by creating specific development plans that integrate housing design options, development economics, municipal codes and regulations, and supportive infrastructure investments, all carried out in accordance with the Livability Principles espoused by HUD.

The purpose of the Jump Start Development Plans are to demonstrate how the Livability Principles can be integrated into community design and implemented in existing communities to impact the larger region. Replicable and realizable plans will be developed to educate, illustrate, regulate and set a path for implementation of these recommendations.

## Purpose of this Document

This Existing Conditions and Needs Assessment report is essential in order to completely analyze a site for its character, public realm, private realm and eventual vision and potential for economic, environmental and social sustainability. This report takes into account many aspects of the site, namely:

- Past and current master plans or vision plans;
- Existing and proposed zoning, land use and development patterns;
- Existing and proposed transportation and utility infrastructure;

- Air, land and water quality concerns;
- Market status and viability;
- Social, civic and public activities and facilities;
- Historic or symbolic buildings or structures.

Each of these topics have been arranged to match the key evaluation criteria set by Imagine Central Arkansas Partners (ICAP) to determine the most appropriate projects to receive this Jump Start planning support. Each of these evaluation criteria have been assembled from the series of HUD Livability Principles and the Metroplan Regional Sustainability Principles that have been developed by Metroplan and ICAP through the Imagine Central Arkansas initiative.

## Imagine Central Arkansas

Imagine Central Arkansas is the name used to identify the planning effort by Metroplan, the metropolitan planning organization, to expand transportation choices in central Arkansas. Individuals, local businesses, corporations, nonprofits, the state and local governments, colleges and universities, and special interest groups who share a common passion for and interest in preserving our region's rich culture, history and resources while providing transportation choices that contribute to quality growth and economic development are involved in the process. Imagine Central Arkansas strives to be all-inclusive so that each and every voice has an opportunity to be heard.

Imagine Central Arkansas endeavors to engage citizens and other stakeholders in a dialogue about the future. With that in mind, the visioning process is broken down into five distinct objectives:

- Listening to what Central Arkansans have to say about the region, including: what they like and dislike, and most importantly, the future changes they would like to see in Central Arkansas.
- Creating awareness about how residents and other stakeholders can get involved in Imagine Central Arkansas and have a voice in the future.
- Educating citizens and stakeholders so that they can make

informed decisions about the future.

- Collecting feedback through many venues and technologies.
- Prioritizing issues across the region, whether it's investing limited infrastructure dollars, preserving natural resources or providing more options.

To learn more about Imagine Central Arkansas or to keep up on this Jump Start project, please visit: <http://imaginecentralarkansas.org>.

## Evaluation Categories

The Imagine Central Arkansas Partners (ICAP) identified twelve Imagine Central Arkansas/Jump Start “program elements” through its planning process. These program elements include: efficient mobility options, pedestrian design, housing choice, development diversity, educational opportunity, economic development, efficient growth, activity centers, quality places, healthy communities, environmental stewardship, and resource efficiency. During the application phase of this initiative, project proposals were evaluated in part based on their potential to further the program elements.

Recognizing the interrelatedness of these elements, the consultant team grouped them into six broad categories that were loosely based on the livability principles identified by the Federal government’s Partnership for Sustainable Communities. The Figure below shows the Jump Start evaluation categories (far right column), which guide the organization of this report, as well as their relationships to the program elements and Federal livability principles.

## MATRIX OF EVALUATION

The six evaluation categories are: (1) provide transportation choices and enhance mobility, (2) increasing housing and development/land use diversity, (3) enhance economic competitiveness, (4) support existing communities, (5) quality places and healthy communities, and (6) support environmentally-responsible development. The evaluation categories are used to organize the chapters in this report.

The preceding matrix summarizes the evolution of the Jump Start Evaluation Categories, but, more importantly, hones the guiding principles for this entire initiative. Through this process, each policy, project and recommendation is focused on these guiding principles and moving forward, the success of these projects will be measured by them.

### Increase Housing Choices + Land Use Diversity

Increasing housing choices creates a market base that is not beholden to any one market swing. By increasing the number of housing choices, a community can promote equitable and affordable housing for people of all ages, incomes, races and ethnicities. This also increases mobility and lowers the combined cost of housing to encourage land use diversity.

### Support Environmentally Responsible Development

Environmentally responsible development brings enhanced transportation uses, encourages walkability and pedestrian activity, reduces harmful environmental agents and utilizes a community’s strengths to support revitalization. Environmental stewardship and resource efficiency are essential to development and the guiding principles.

### Provide Transportation Choices and Enhanced Mobility

Providing more transportation choices leads to enhanced mobility in communities. The development of safe, reliable and economical transportation not only decreases household transportation costs, but also improves air quality, reduces greenhouse gas emissions and promotes public health. Enhanced mobility also encourages pedestrian-oriented designs to make a community more walkable and pedestrian-friendly.

### Enhance Economic Competitiveness

Enhancing economic competitiveness through reliable access to employment centers, education, services and other basic worker needs. These opportunities expand business access to the regional markets and segue workers to education and employment opportunities throughout the community. Economic competitiveness also helps value the existing community strengths and helps bring efficient economic growth to the area; strategically focusing on reduced leakage of purchases; increasing the value of properties to assist in public reinvestment in the future; and creating a place that attracts others to visit the area.

### Create Quality Places + Healthy Communities

To create a quality place and a healthy community, the unique characteristics should be enhanced and healthy, safe, and walkable neighborhoods should be invested in. Utilizing the identity a community has already established helps strengthen its collective core and can be used to bring economic growth and to improve public health.

### Value Existing Communities

A community and neighborhood’s character should be preserved and utilized to bring growth to the area. Targeting programs that encourage community revitalization without changing community character will safeguard rural landscapes and encourage the appropriate amount of economic growth and activity.

**Table 1 - Matrix of Evaluation**

CREATION OF THE JUMP START EVALUATION CRITERIA		
Partnership for Sustainable Communities Livability Principles	Jump Start Program Elements	Jump Start Evaluation Categories
1. <i>Provide more transportation choices.</i> Develop safe, reliable, and economical transportation choices to decrease household transportation costs, reduce the nation’s dependence on foreign oil, improve air quality, reduce greenhouse gas emissions, and promote public health.	Efficient Mobility Options	Goal Area 1: Provide transportation choices and enhanced mobility
	Pedestrian Design	
2. <i>Promote equitable, affordable housing.</i> Expand location and energy-efficient housing choices for people of all ages, incomes, races, and ethnicities to increase mobility and lower the combined cost of housing and transportation.	Housing Choice	Goal Area 2: Increase housing choices and land use diversity.
	Development Diversity	
3. <i>Enhance economic competitiveness.</i> Improve economic competitiveness through reliable and timely access to employment centers, educational opportunities, services, and other basic needs by workers, as well as expanded business access to markets.	Educational Opportunity	Goal Area 3: Enhance economic competitiveness.
	Economic Development	
4. <i>Support existing communities.</i> Target federal funding toward existing communities - through strategies like transit-oriented, mixed-use development, and land recycling - to increase community revitalization and the efficiency of public works investments and safeguard rural landscapes.	Efficient Growth	Goal Area 4: Value existing communities.
	Activity Centers	
5. Value communities and neighborhoods. Enhance the unique characteristics of all communities by investing in healthy, safe, and walkable neighborhoods - rural, urban, or suburban.	Quality Places, Healthy Communities	Goal Area 6: Create quality places and healthy communities.
6. <i>Coordinate and leverage federal policies and investment.</i>		
7. Environmental issues are embedded in Livability Principles 1, 2, 4, and 6.	Environmental Stewardship	Goal Area 5: Support environmentally responsible development.
	Resource Efficiency	

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# EXISTING CONDITIONS + CONTEXT

This section evaluates the existing context of Levy. In general, The preliminary assessment is based on the consultant team’s assessment of the district through physical site survey, mapping and interviews with stakeholders, as well as the application for the Jump Start program submitted by the City of North Little Rock staff and community members.

## REGIONAL CONTEXT

### Location of Study Area

The Levy study area is approximately 51 acres and located 2 miles northwest of downtown North Little Rock – the area known as Argenta on Main Street. It is directly south of Camp

Robinson and is bisected east-west by Camp Robinson Road. This study area also has direct road connections to Park Hill on 33rd and 35th streets.

### City of North Little Rock Location

The city is bordered by the City of Sherwood to the north; Arkansas River and Little Rock to the south and unincorporated Pulaski County to the west and east.

North Little Rock has a strong and growing riverfront and downtown area, but otherwise is predominately residential uses with pockets of neighborhood commercial within those residential communities.

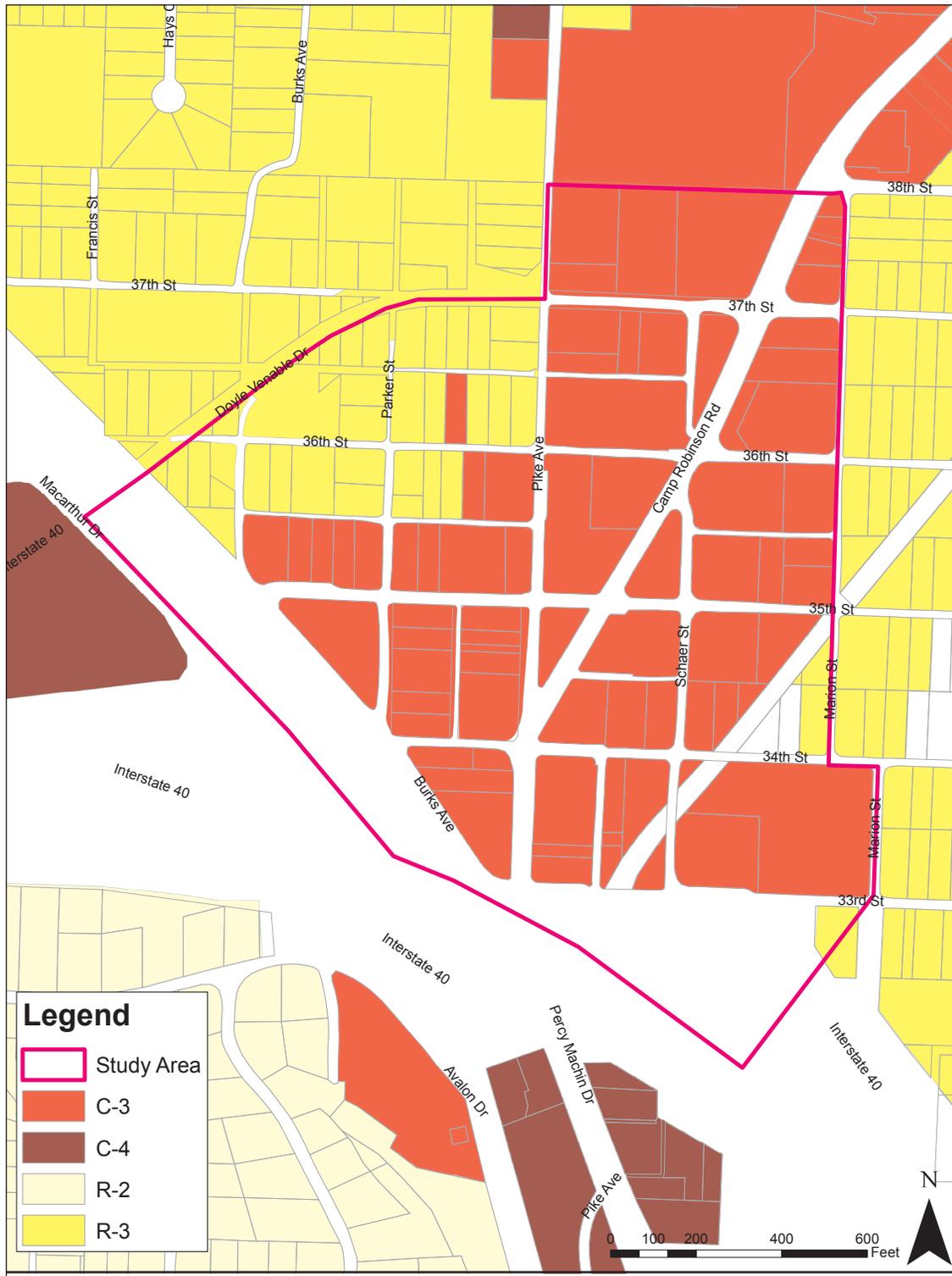
### Existing Conditions throughout Levy



Examples of existing conditions within Levy.

# EXISTING CONDITIONS

## Levy Existing Zoning



## HOUSING CHOICES + LAND USE DIVERSITY

### Affordable Housing/Transition

The question of how affordable an area is has often focused heavily on housing costs. A common measure of housing affordability is whether the cost of housing accounts for 30 percent or less of a household’s budget. This metric is also applied by HUD to assess housing cost burden, which is used in data analysis by HUD and its grantees to determine the need for affordable housing. More recently, in the community planning field, the focus has shifted to consideration of housing and transportation (“H+T”) costs together, which paints another picture of the extent to which households are able to meet their basic needs. Households with little disposable income leftover after housing and transportation costs are covered may have difficulty meeting basic needs such as purchasing food and receiving adequate medical care. Transportation costs account for a large portion of most household budgets in the region – on average nine percent more than housing costs. The Center for Neighborhood Technology, which created the H+T index, considers an area “affordable” if households spend 45 percent or less of their budgets on housing and transportation costs combined.<sup>1</sup>

The figure on page 17 shows the housing and transportation



C-3 Community Shopping



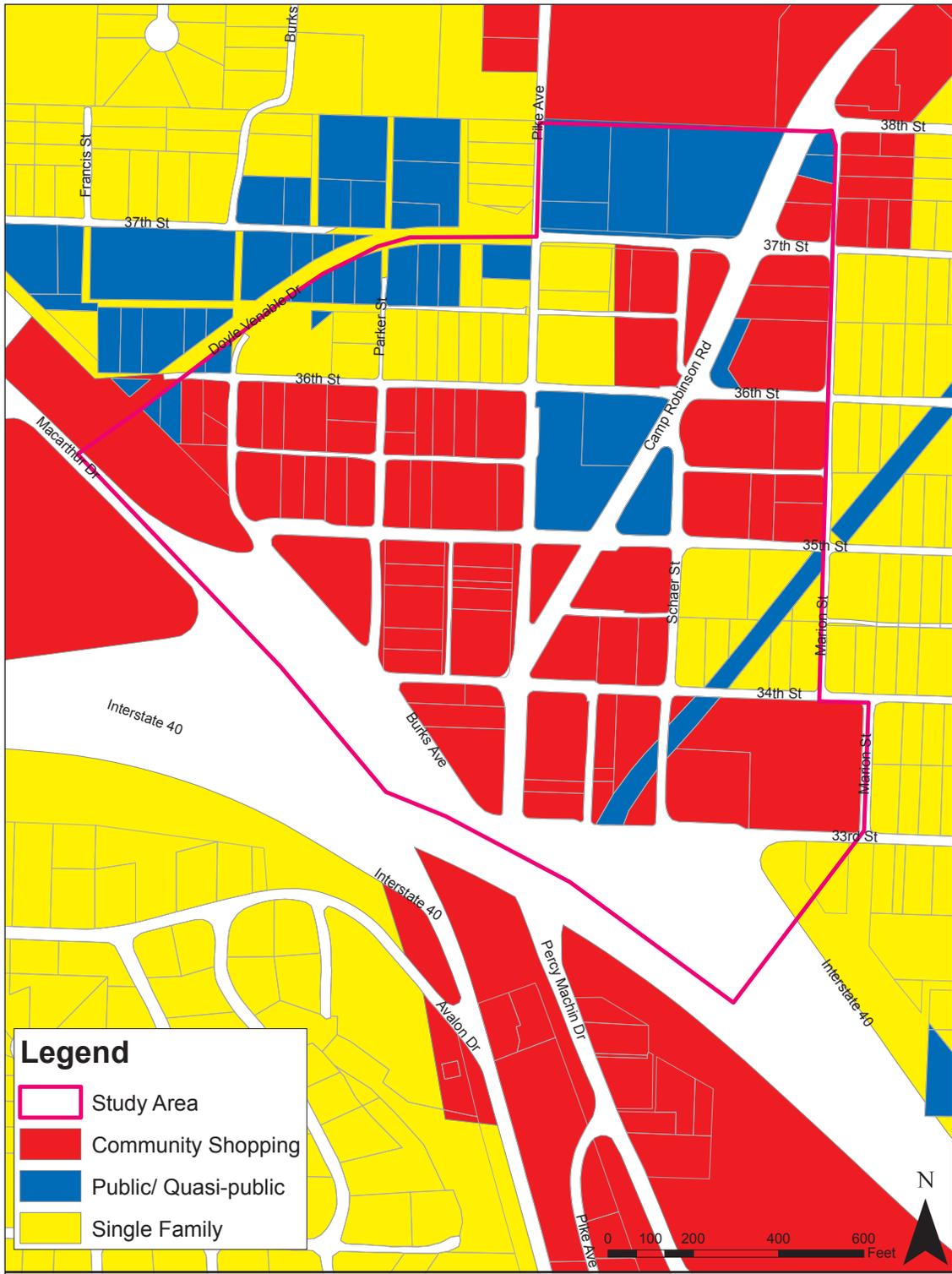
R-3 Residential

**Table 2 - Levy Existing Zoning Summary**

Zoning Category	Summary of Zoning Category	Within the Study Area?	Potential Conflict with Goals?
Community Shopping District (C-3)	The purpose of the C-3 Community Shopping District is to provide the retailing of goods such as general apparel, furnishings and durable goods. This district is usually located on a major arterial highway, and is at least 3 acres in size. The regulations of the district are designed to provide areas for commercial uses while protecting the abutting or surrounding residential districts. The regulations for this district are comparable to those for residential districts, resulting in similar building bulk and traffic generation.	Yes	Yes
Trade Fair District/Heavy Commercial District (C-4)	The purpose of the C-4 District is to provide a place for retailing, services and commercial activities that need both large area and often includes sale lots. The C-4 district, due to its location along the frontage of major highways, not only serves the local trade area but also is the ideal location for regional commercial activity. Further, the C-4 district provides business services and wholesaling in support of the activities in the larger retail centers of the City and is the location for some light industrial uses.	No	No
Single-Family (R-2)	The R-2 Single-Family District is for single-family, low-density residential areas of the city. The regulations for this district are designated to stabilize and protect the essential characteristics of the district, to promote and encourage a suitable environment for living by prohibiting all activities of a non-residential nature in this district.	No	No
Two-Family District (R-3)	The R-3 District is for areas containing single- and two-family dwellings. It is a medium-density district and prohibits all non-residential activities.	Yes	Yes

# EXISTING CONDITIONS

## Existing Land Use in Levy

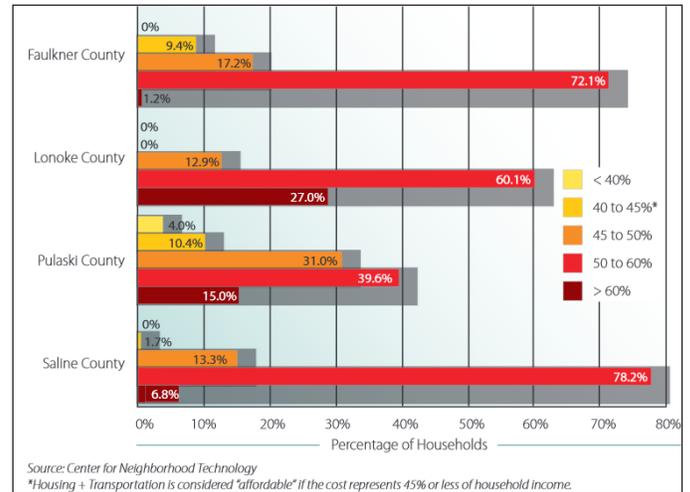


costs as a percentage of regional median income in the Little Rock/North Little Rock/Conway MSA, as well as for each of the counties in the region. In all cases, transportation costs make up a larger share of household budgets than housing. In Pulaski County, where Bryant is located, the cost of transportation is relatively larger than its more urban neighbor, Pulaski County, where Little Rock and North Little Rock are located.

When housing and transportation costs are considered together, 89 percent of households in the Central Arkansas region spend more than 45 percent of their household income on housing and transportation. This indicates that, despite the prevalence of affordable housing, households are widely burdened by housing and transportation costs. If fuel prices escalate, the H+T burden on the region's households is likely to grow.

The figure below identifies the extent of heavy and severe H+T burdens on households in each of the region's four counties.

### Housing + Transportation Cost as Percentage of Household Income in Central Arkansas



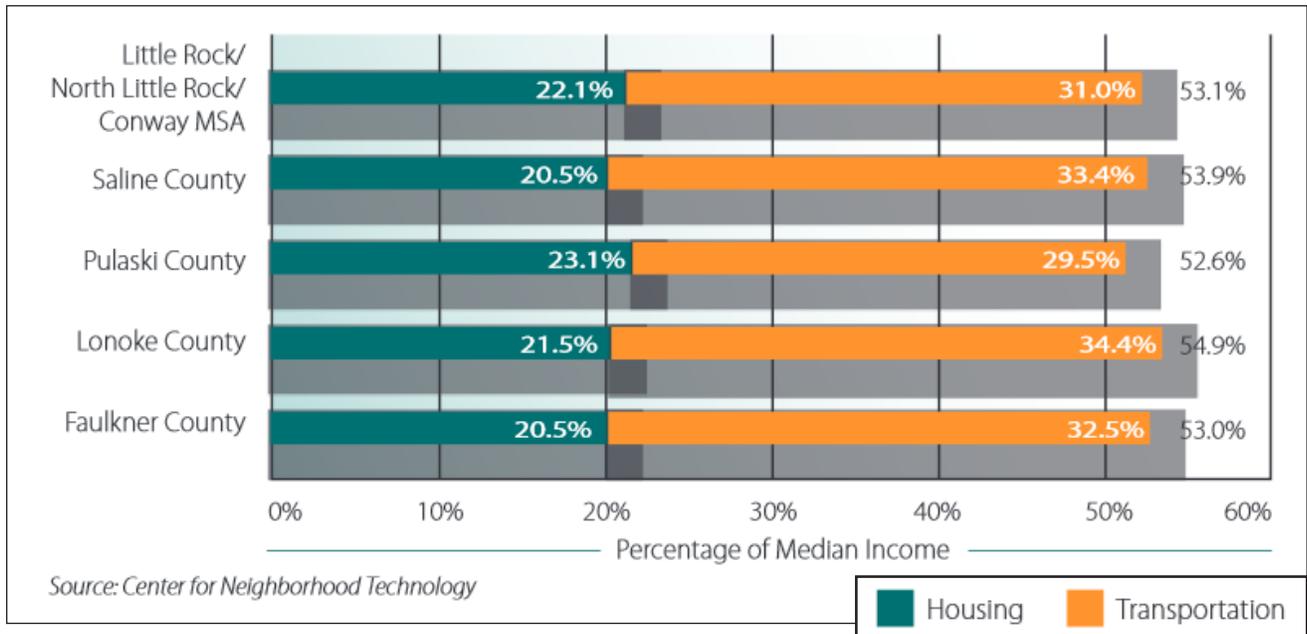
### Project Area

In Levy, the immediate project area is considered affordable, while some of the surrounding areas are not. The median income in the three Census tracts that cover the Levy area is \$33,915,

which is lower than the regional median of \$47,731.<sup>2</sup> As such, many residents of the Levy area may be more heavily burdened by housing and transportation costs than the figure suggests.

The actual study area appears to be mostly commercial, with some single-family homes toward the western edges. Currently,

### Housing + Transportation Cost as Percentage of Medium Income in Central Arkansas

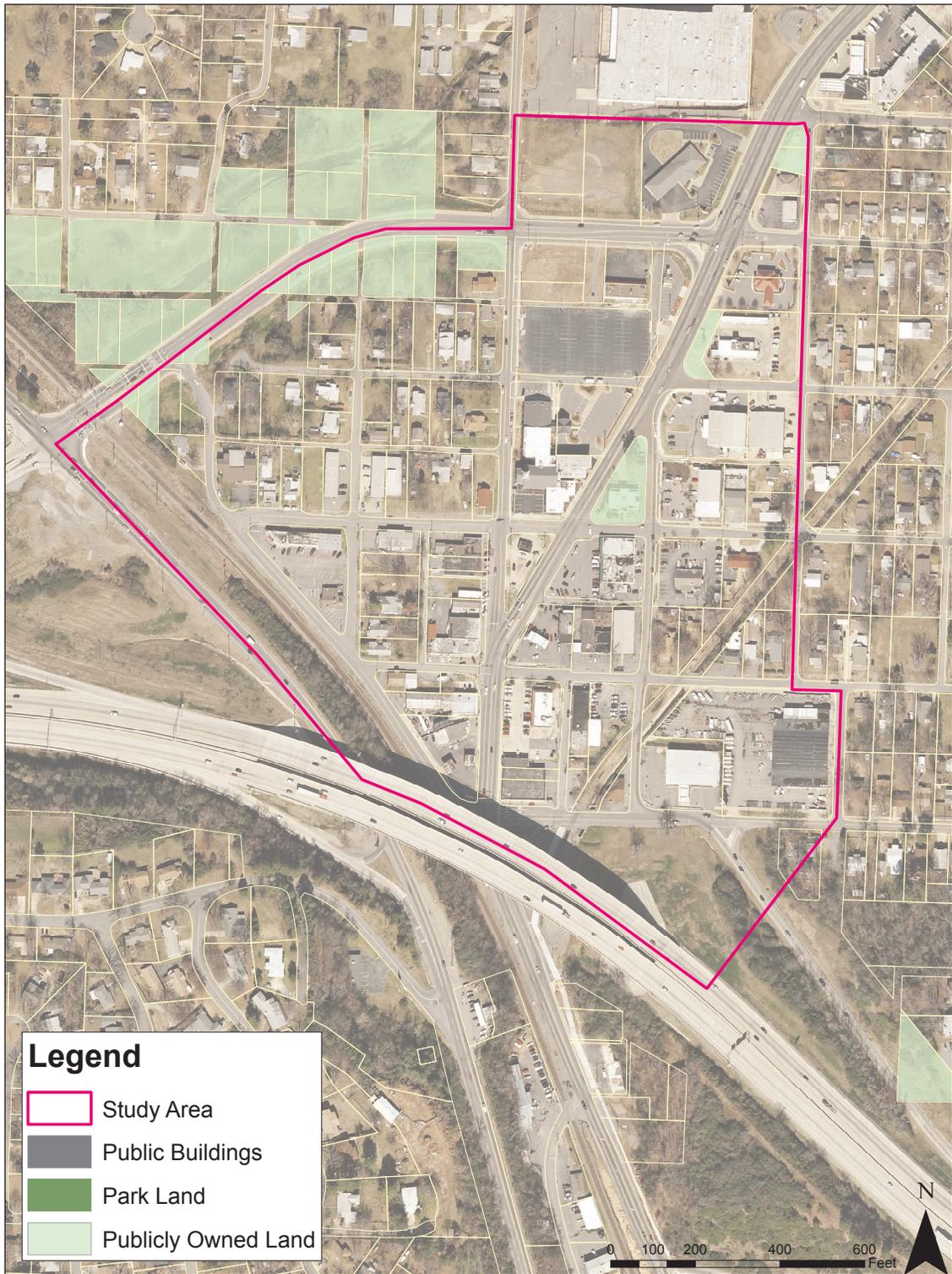


<sup>1</sup> For more information, see <http://htaindex.cnt.org>

<sup>2</sup> 2007 - 2011 ACS Five-Year Estimates

# EXISTING CONDITIONS

## Existing Parks and Publicly-Owned Land



there are a lot of houses for sale in the areas surrounding the study area. The listing values range from \$20,000 to \$200,000 and have a range of building styles, including mostly cape cods and ranches. There is no large scale multifamily in the area, but some small scale multifamily does exist. A few of the newer homes seem to be over 2000 square feet, but the large majority of homes were built in the 1940s-1970s and are under 1800 square feet in size. The school servicing the area is not highly rated by locals, which will pose a challenge to the housing market. The adjacent neighborhood is Park Hill and also has depressed market values and data elements.

The Levy neighborhood, in the study area, has a median household income of \$25,158 and a median home value of \$78,900; both of these are over 30 percent lower than the respective median. The Poverty rate in the study area and surrounding census tract is 37.18 percent and the unemployment rate is higher than the national and state average, sitting at 12.69 percent.

There are only 85 rental assistance vouchers in the census tract that the planning area is in, whereas the area to the east of Pike Avenue has 197 rental assistance vouchers. This could be due to an overall lack of housing in the immediate planning area. Note that this doesn't show a need for housing, it simply shows that perhaps there aren't that many housing options for lower income households looking to use rental assistance vouchers. The housing cost burden in the area is 45 percent, which is considered moderate, ranging from 30-50 percent, but is on the verge of being considered severe, which is 50 percent and up.

There are slight differences between the census tracts on either side of Pike Avenue. The east side of Pike Avenue flows into the Park Hill neighborhood, which is another planning area. While

the differences between the two sides of Pike Avenue are slight, given that we are studying two areas that meet and could be fostering each other, these unique differences between census tracts should be noted. Above is a chart of some more detailed census tract data for the two areas.

Two additional challenges – one is this area appears to pass-through and less of a destination. Another challenge found with the overpass running over the area. The overpass looms above the neighborhood and even on the sunniest of days, casts a large shadow on a large portion of the area, discouraging pedestrian activity.

Some challenges seen from this data:

- Older housing stock on both sides;
- West side of Pike Avenue has a very high rental occupancy rate; less homeownership typically will result in a less stable housing market;
- East side of Pike Avenue has a high vacancy rate, which could result in vacant properties, which can lead to safety concerns and a destabilization of the housing market; and
- Median home values on the west side of Pike Avenue are \$15,500 less than the median home values on the east side of Pike Avenue.

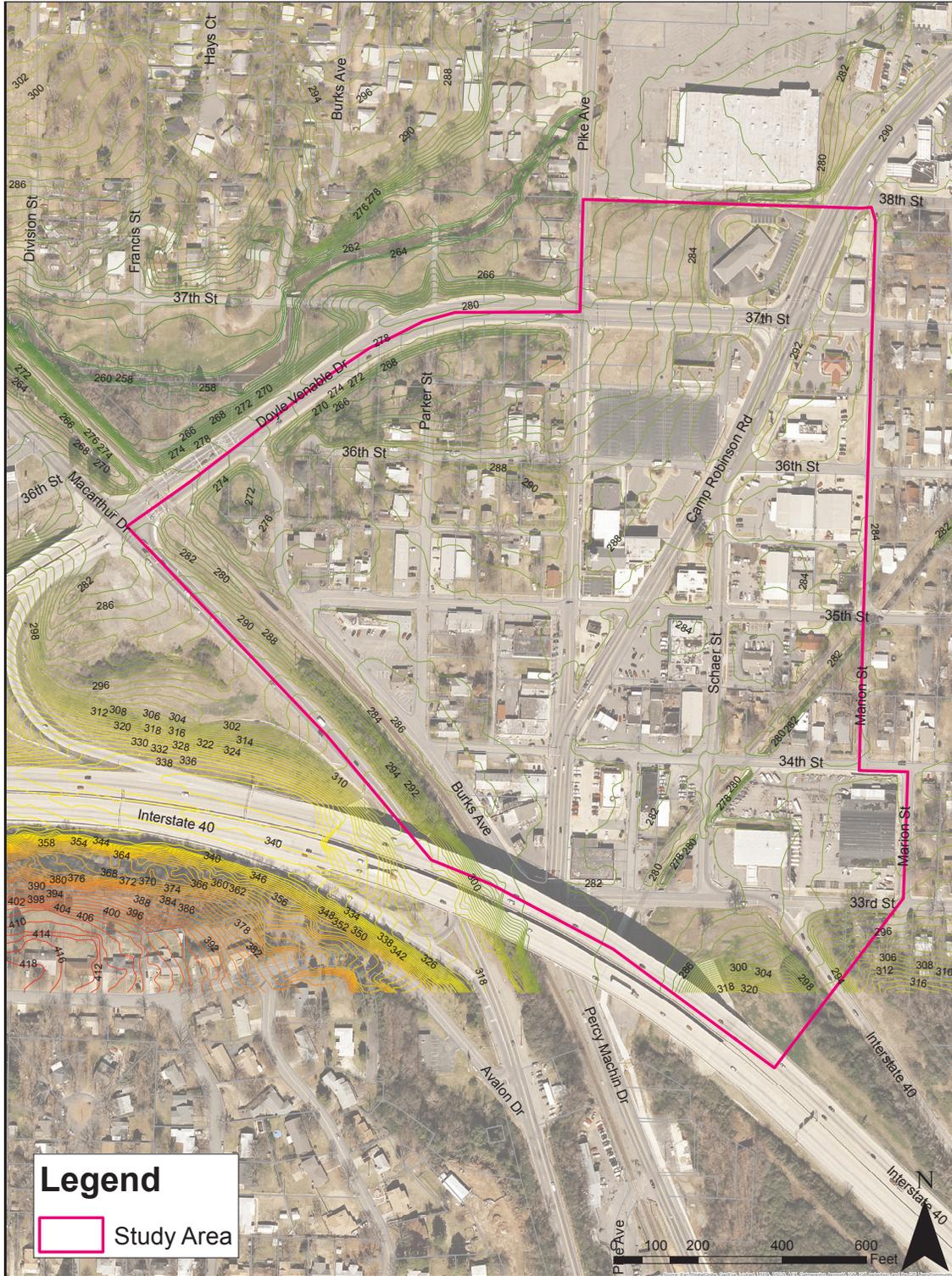
The planning area is included in a Target Area, as listed in the current *Consolidated Plan for North Little Rock 2011-2015*. The city has invested \$11,572 in CDBG funding recently for public improvements, directed toward a youth center or youth facility. There were no other HOME or CDBG investments seen in the planning area, nor were there any LIHTC properties found.

**Table 3 - Housing Diversity**

Data Element	West Side of Pike Avenue: Includes the Immediate Planning Area	East Side of Pike Avenue
Owner Occupied Housing	42.55%	69.58%
Renter Occupied Housing	57.46%	30.42%
Vacancy Rate	5.86%	9.51%
Median Home Value	\$78,900	\$94,400
Rental Housing Built Before 1980	78.48%	56.14%
Rental Housing Built Before 1949	23.02%	17.76%
Median Contract Rent	\$474	\$525
Rental Structures with 20 or More Units	0%	0%
Rental Structures with 5 - 19 Units	19.21%	6.53%

# EXISTING CONDITIONS

## Levy Topography



## ENVIRONMENTALLY RESPONSIBLE DEVELOPMENT

### Ecology + Habitat

The presence and condition of vegetation and street trees varies significantly throughout Levy, with a limited street tree presence.

Because there is no current survey of existing trees, one may be needed. Given the study area's history and level of urbanization, it is unlikely that endangered species defined by the Arkansas Game & Fish Commission exist within the study area.

No wetlands are in or adjacent to this study area.

### Topography

Based on site visits, slopes within the study area are generally low to moderate and should not present significant constraints to development or redevelopment within the central study area.

### Air Quality

U.S. EPA has set National Ambient Air Quality Standards (NAAQS) for six principal pollutants, which are called "criteria" pollutants. No portion of Central Arkansas has ever been designated a NAAQS "nonattainment" area for any of the six criteria pollutants. However, at various times since 1970, concentrations of ground-level ozone and particulate matter have threatened the region's clean air status. Also addressed are

emissions of greenhouse gases, which are a growing concern due to their contribution to global climate change.

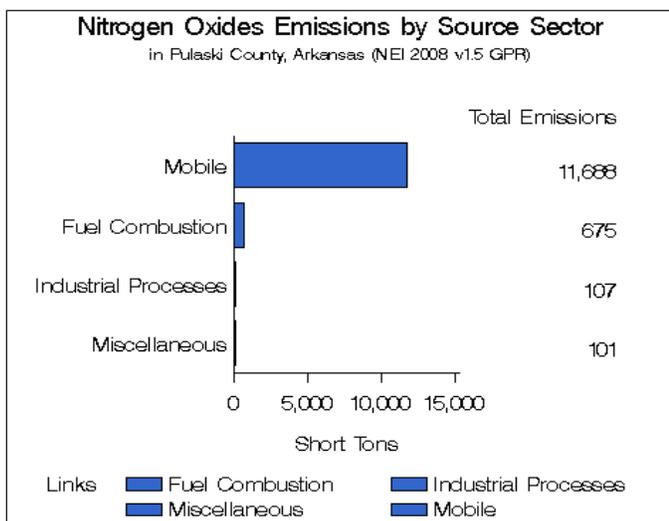
Redevelopment of existing communities with a focus on providing transportation choices and diversifying the mix of land uses can help reduce air emissions and improve air quality if it lowers the number of vehicle-miles traveled in an area.

### Ground-level Ozone

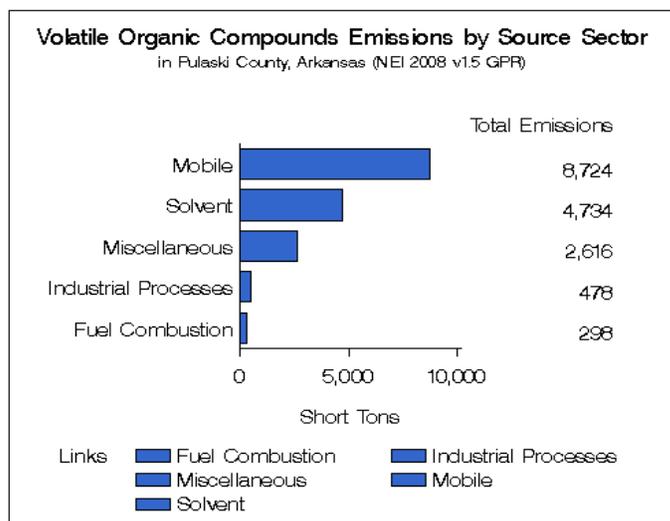
Ground-level ozone, the main component of smog, can trigger a variety of health problems including chest pain, coughing, throat irritation and congestion. It can worsen bronchitis, emphysema and asthma. Ground-level ozone also can reduce lung function and inflame the linings of the lungs. Repeated exposure may permanently scar lung tissue. Ground-level ozone is not emitted directly into the air, but is created by chemical reactions between oxides of nitrogen (NOx) and volatile organic compounds (VOCs). Motor vehicle exhaust and gasoline vapors are two of the major sources of NOx and VOCs. Ozone is likely to reach unhealthy levels on hot sunny days in urban environments.

In 2008, EPA strengthened national standards for ground-level ozone to 0.075 parts per million, averaged over an 8-hour period. Thus far, the only county in Arkansas to be designated as part of a nonattainment area for the 2008 ozone standards is Crittenden County near Memphis, TN. However, there are some days each year when ground-level ozone concentrations in central Arkansas exceed the 2008 standard. Reducing vehicle miles traveled is one way to reduce ground-level ozone concentrations.

### Nitrogen Oxides Emissions by Source



### Volatile Organic Compounds by Source



# EXISTING CONDITIONS

The charts on page 21 show U.S. EPA data on the relative contribution of mobile sources (e.g., automobiles, trucks) to Pulaski County’s NOx and VOC emissions. Mobile sources are the primary source of both pollutants.

## Particulate Matter

Particulate matter (PM) is a complex mixture of extremely small particles and liquid droplets. Particle pollution is made up of a number of components, including acids, organic chemicals, metals, and soil or dust particles. The size of particles is directly linked to their potential for causing health problems. Particles that are 10 micrometers in diameter or smaller can pass through the throat and nose and enter the lungs. Once inhaled, these particles can affect the heart and lungs and cause serious health effects. US EPA groups particle pollution into two categories:

- “Inhalable coarse particles” are between 2.5 and 10

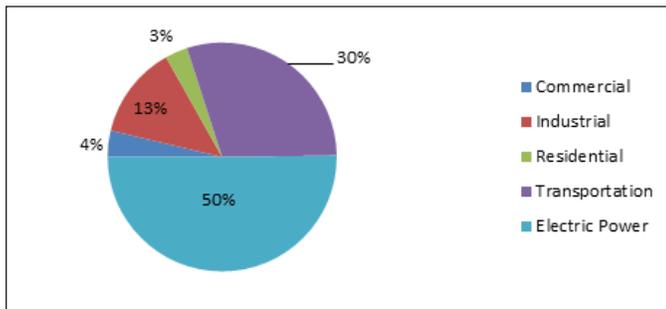
micrometers in diameter.

- “Fine particles” are 2.5 micrometers in diameter and smaller. These particles can be directly emitted from sources such as forest fires, or they can form when gases emitted from automobiles, power plants, and industries react in the air.

These particles can be directly emitted from sources such as forest fires, or they can form when gases emitted from automobiles, power plants, and industries react in the air.

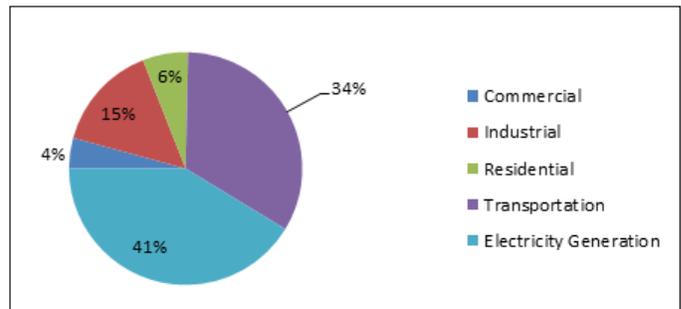
To date, no PM-10 or PM-2.5 nonattainment areas have been designated in Arkansas. However, in the future, new or revised PM standards or a changing climate could put central Arkansas at increased risk of nonattainment. The charts below show the relative contribution of mobile sources to PM-10 and PM-2.5 emissions in Pulaski County. The charts indicate that mobile sources are not the predominant source of PM-10 emissions, but they are a relatively larger source of PM-2.5 emissions. According to U.S. EPA, heavy-

## 2011 Arkansas CO2 Emissions



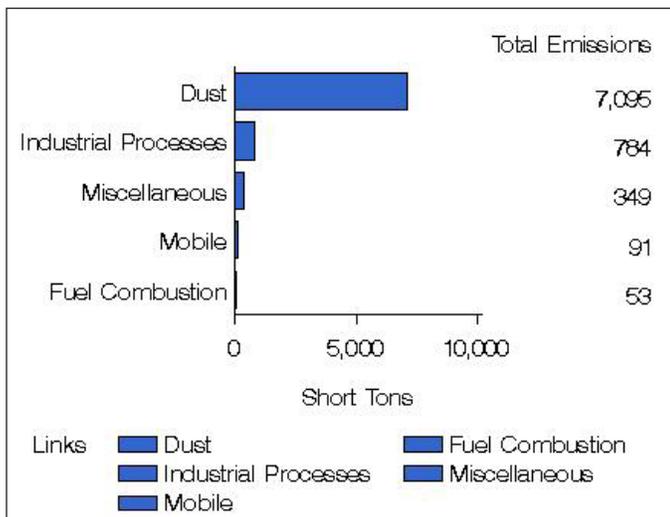
Source: U.S. EPA, State Energy CO2 Emissions

## 2011 U.S. CO2 Emissions

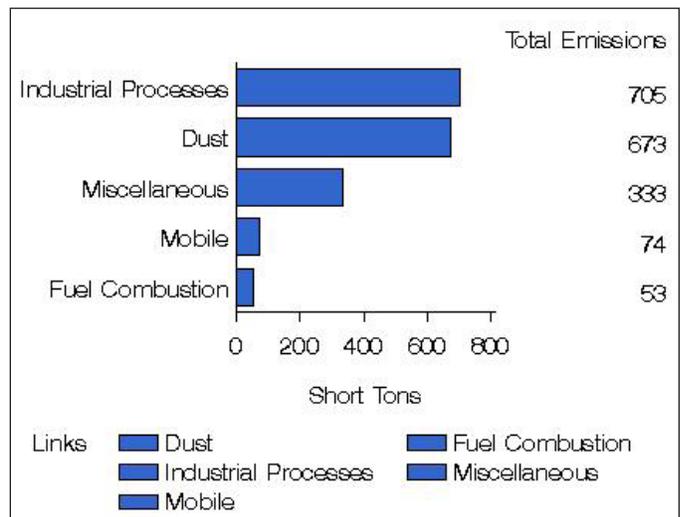


Source: U.S. EPA, Inventory of U.S. Greenhouse Gas Emissions and Sinks: 1990-2011

## PM 10 Emissions by Source Sector



## PM2.5 Emissions by Source Sector



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duty diesel-powered vehicles are the largest on-road contributors to PM-2.5 emissions in Pulaski County.

## Greenhouse Gases

Greenhouse gases (GHGs) are any of the chemical compounds in the atmosphere that contribute to the greenhouse effect. Although some greenhouse gases such as carbon dioxide (CO<sub>2</sub>) are produced and emitted through both natural processes and human activities, other GHGs such as fluorinated gases are created and emitted solely through human activities. Recent state-level data on GHG emissions are limited to CO<sub>2</sub> emissions only. However, in 2011 CO<sub>2</sub> emissions account for 84 percent of all GHGs emitted nationwide.<sup>3</sup> County-level emissions data on GHG emissions are not readily available, but U.S. EPA does compile some GHG emissions data at the state level.

As shown in the chart above, transportation contributed 30 percent of all CO<sub>2</sub> emissions from fossil fuel combustion in Arkansas in 2011. This proportion is slightly less than the comparable nationwide figure for transportation of 34 percent. Development patterns that result in fewer vehicle miles traveled will likely result in reduced GHG emissions from the transportation sector.

## WATER

Central Arkansas Water provides potable water to the study area (see map on page 24) and is responsible for operation and maintenance of the water distribution system. The project Jump Start application states that “the area is currently undergoing upgrades to its water and sewer lines.” As of February 2014, Central Arkansas Water believes that adequate supply and pressure is available for this location if redevelopment were to occur.

## Wastewater

North Little Rock Wastewater Utility is responsible for operation and maintenance of the wastewater system in the study area.

The project Jump Start application states that “...the Revitalization Study is not expected to involve significant extensions or upgrades of water, sewer, or other utilities...improvements recommended by the Levy Revitalization Study may address minor enhancements or revisions.”

## Drainage and Floodplain

Per City of North Little Rock mapping there are no mapped flood prone areas within the study area. The project Jump Start application references City-owned property north of Doyle Venable Drive and east of the UPRR tracks that was cleared due to flooding issues, and states that this area will be retained as green space, park, and flood management facility. Additional information regarding this property(ies) and any other flooding concerns, including Shilcotts Bayou, is needed.

The City of North Little Rock Street Department is responsible for operation and maintenance of the City’s storm drainage system. Runoff from the majority of the study area is conveyed via curb and gutter to an underground pipe drainage collection system.

## FRANCHISE UTILITIES

### Gas, Electric and Telecommunications

Electric and telecommunications service within the study area appears to be primarily via overhead wires and poles.

### Brownfields

Previous or existing property use can result in contamination of the soil and/or underlying groundwater. Light industrial and commercial activities such as dry cleaners, gas stations, and automotive repair are common sources of contamination. A brownfield is a parcel of property where commercial, industrial, or agricultural use may have contaminated the site with a hazardous substance, thereby complicating prospects for expansion, redevelopment or reuse. Searches were conducted to identify known contaminated sites for the Jump Start project area using the following environmental mapping tools:

- U.S. EPA’s Cleanups in My Community<sup>4</sup>
- Arkansas Department of Environmental Quality’s Brownfields Viewer<sup>5</sup>

Neither mapping tool includes any known contaminated sites in or near the Jump Start project area in the Levy neighborhood.

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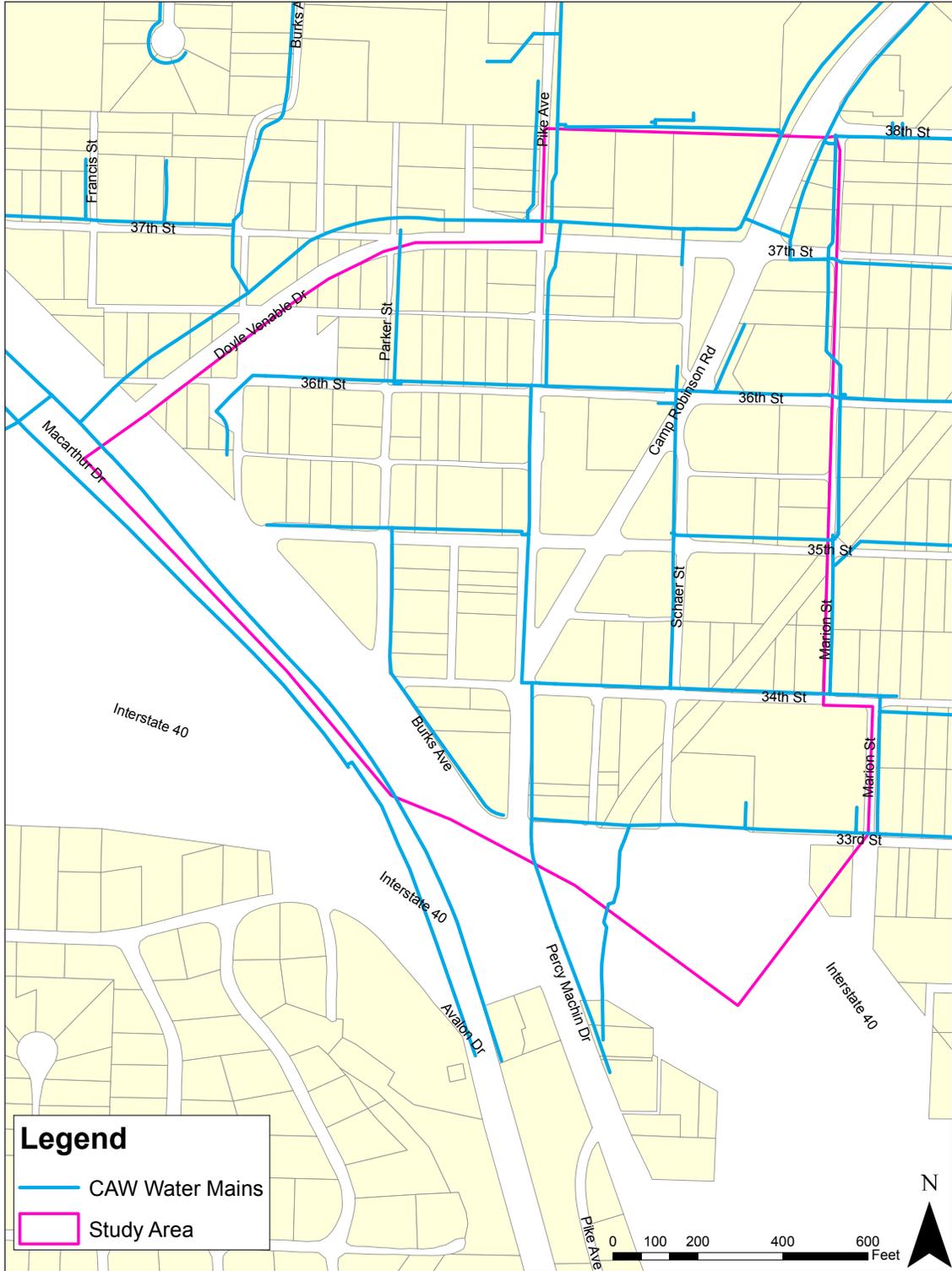
<sup>3</sup> U.S. EPA, Overview of Greenhouse Gases, <http://www.epa.gov/climatechange/ghgemissions/gases.html>

<sup>4</sup> U.S. EPA, Cleanups in My Community, accessed January 2014, <http://ofmpub.epa.gov/apex/cimc/f?p=cimc:63>.

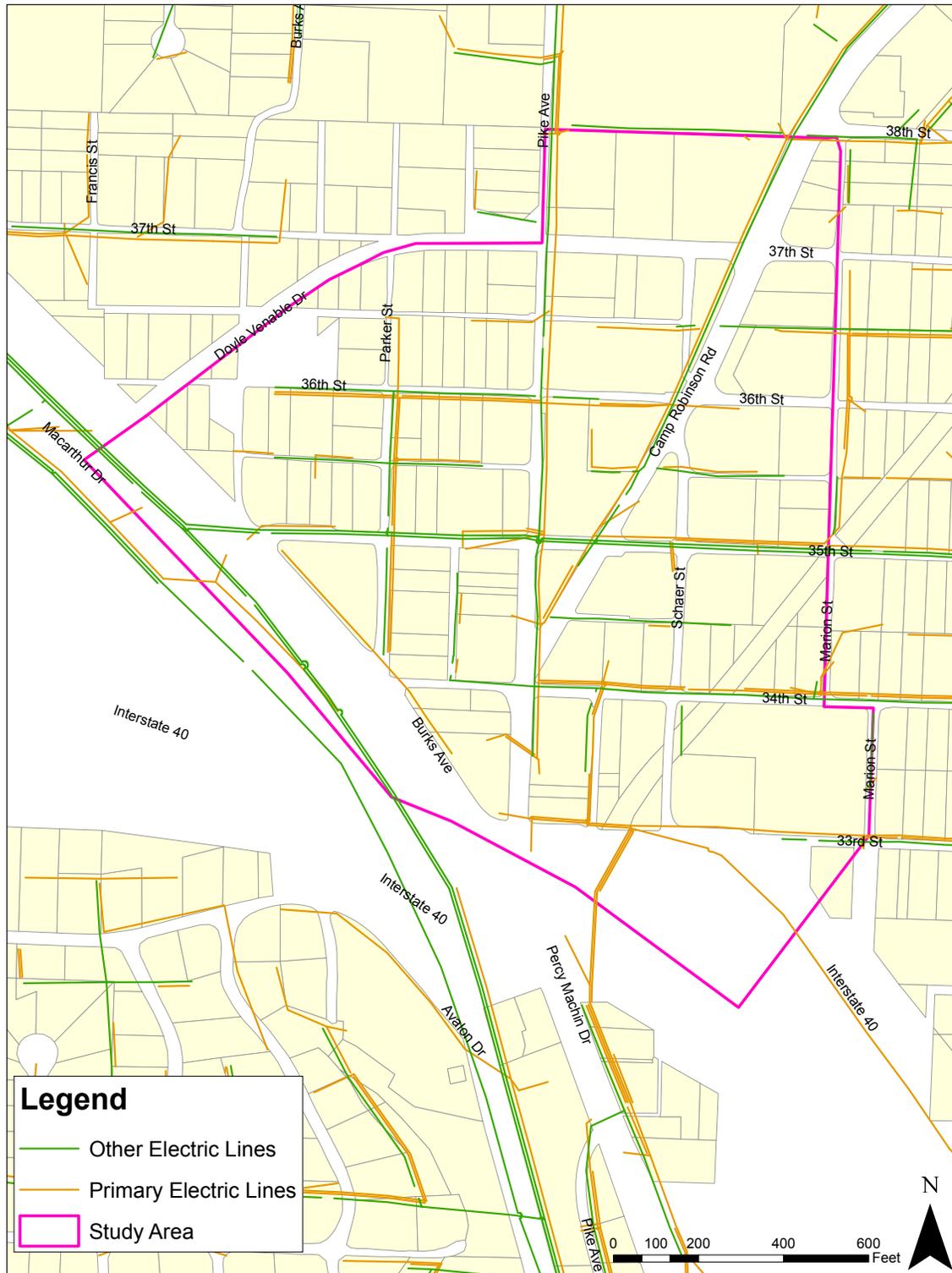
<sup>5</sup> U.S. EPA, Cleanups in My Community, accessed January 2014, <http://ofmpub.epa.gov/apex/cimc/f?p=cimc:63>.

# EXISTING CONDITIONS

## Water and Wastewater



## Levy Electrical Utilities





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## TRANSPORTATION CHOICES + MOBILITY

### Overview

More than perhaps any other neighborhood in North Little Rock, the look and feel of the Levy neighborhood has been shaped by transportation. The area developed as a crossroads in a natural gap between two hills. An abandoned rail line and state highway 365 defines the southern border and Interstate 40 runs through the area. In addition, the changing character of Levy's transportation corridors – such as the migration of commercial uses on Camp Robinson Road when that road was expanded to five lanes and the recent conversion of a portion of the rail corridor into a trail – have contributed to significant changes in Levy's character.

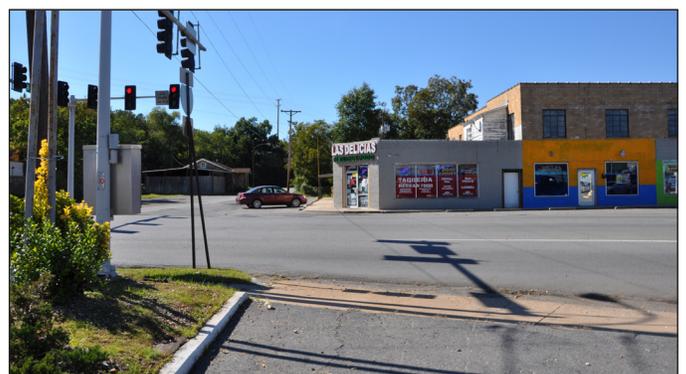
This section contains a brief summary of the transportation assets, challenges and opportunities in the Levy Jump Start plan area. It is intended to inform the development of a community-based vision for how to improve transportation choices in Levy, as well to help prioritize investments in new infrastructure to create better walking and biking conditions, establish potential new transit connections and amenities, create more convenient and efficient parking arrangements for commercial businesses, and accommodate both local and pass through vehicles.

As Levy has transformed over the past few years into one of North Little Rock's most diverse neighborhoods and as long-time residents age, the neighborhood's current transportation infrastructure is largely failing to meet current needs. Now is an opportunity to reconsider diversifying and improving the neighborhood's transportation infrastructure. Just as transportation has played a primary role in shaping the history and evolution of Levy in the past, it will be difficult if not impossible to revitalize this proud neighborhood without dramatic improvements to the Levy's transportation system to better meet the needs of all residents and all modes of travel.

### Transportation Demographics

The 2012 American Community Survey (ACS) shows that just over 49 percent of households in North Little Rock own two or more cars, just over 85 percent of North Little Rock workers commute by automobile, and mean travel time to work was approximately 19 minutes. These figures are not too dissimilar from state and national averages. Nearly 51 percent of North Little Rock households own one car or less (with just over 12 percent of households owning no car at all).

The City of North Little Rock provided additional ACS data from



*Pedestrian conditions on Pike Avenue and Camp Robinson Road.*

# EXISTING CONDITIONS

## Levy Traffic Counts





*The Levy Trail*

2007-2011 for census tracts 32.02 and 32.08 that roughly correspond with the Levy Jump Start plan area. This data show that for Levy:

- About 90% of workers drove alone while about 10% carpooled or took transit to work, or got to work by other means (taxi, etc.);
- The mean travel time for commuting to work is about 18 minutes;
- About 54% of households can be considered “low car households” (owning 1 vehicle or less) and about 8% of households own no vehicle at all.

### Existing Policies, Plans + Infrastructure

The primary transportation infrastructure in the Levy plan area consists of:

- The local street network consisting of vehicular and pedestrian travelways, as discussed in more detail below. The sidewalk network in Levy provides an extremely poor level of service and amenity for pedestrians, with missing sidewalks on many blocks (even on commercial streets), frequent barriers and obstructions, and poor maintenance/enforcement of walking right-of-ways.
- The 1.5 mile off-street Levy Trail, a pedestrian and bike trail recently constructed in a portion of the former rail corridor.
- Central Arkansas Transit’s (CAT) fixed-route bus transit service (most importantly the #4 bus running on Camp Robinson Road and connecting to downtown North Little Rock). In addition, there are various curbside amenities for transit passengers (shelters, benches, trash cans, etc).
- Interstate 40, which has a significant impact on the



*Pedestrian and ROW conditions in Levy*

neighborhood including both the connections between on- and off-ramps and local streets as well as the aerial overpass that defines the southern border of the neighborhood.

### SITE ACCESS + CIRCULATION

Local access within the plan area and regional access to and through the plan area is relatively good due to the dense street grid and regional road connections. However, as discussed above the discontinuous sidewalk network is a major access barrier within the plan area that undermines the benefits of a gridded street network.

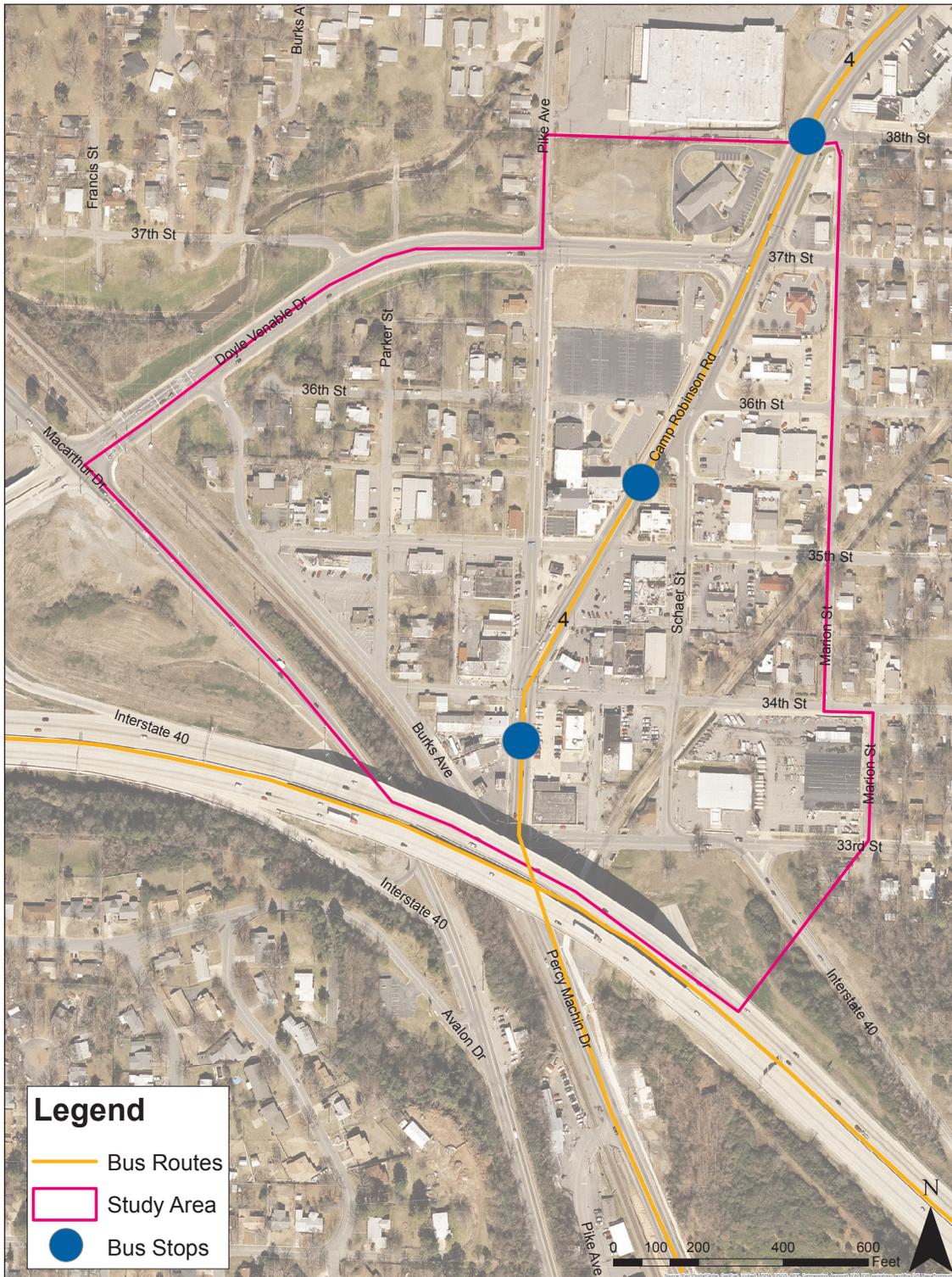
### Auto Traffic Volumes

As shown in the map on Page 24, average daily traffic (ADT) auto volumes for the plan area are generally quite low relative to the existing street capacity. This is especially true for local residential streets, where volumes are below 5,000 ADT. But it also applies even at the location in the plan area with the highest auto traffic volumes: Camp Robinson Road at 37th Street. At this location, 25,000 vehicles per day were counted in a 24-hour period passing through the four-lane cross-section. Since the traffic engineering rule of thumb is that each travel lane can handle 10,000 cars per day, this five-lane cross-section (two through lanes in each direction with a center turn lane) should be able to handle 25,000 ADT easily, and perhaps more with optimized signal timing along the corridor.

Finally, while ADT is an interesting and important metric, from a street design perspective it is more important to solve for “rush hour” traffic congestion (known as AM peak and/or PM peak). No data on AM or PM peak hour traffic volumes data was made available for analysis.

# EXISTING CONDITIONS

## Levy Transit Routes





*Pedestrian improvements and plans at Interstate 40*



*Pedestrian improvements and plans at Interstate 40*



*Pedestrian improvements and plans at Interstate 40*

## RECENT INITIATIVES + INVESTMENTS

There have been two major transportation initiatives and investments in Levy that have increased neighborhood identity and pride, and illustrate the kinds of continuing investments in transportation that are needed. These are the Levy Trail and the public realm improvements under the I-40 overpass; both of these projects are summarized briefly below.

### Levy Trail

The first recent investment is the completed Levy Trail. This trail is a 1.5 mile off-street pedestrian and bike trail constructed in a portion of the former rail corridor. The trail is 14-feet wide, paved asphalt and illuminated at night. The southern terminus of the Levy Trail is Interstate 40 and the northern terminus is 52nd Street. A second phase of the Levy Trail—expanding the trail north of 52nd—will be under construction in the first half of 2014. The North Little Rock Bike and Trail Plan also shows a connection from

the Levy Trail to the Arkansas River Trail, but much of that segment is proposed for on-street and the current roadway design does not accommodate pedestrians or bicyclists very well.

### Public Realm Improvements Under the Interstate 40 Overpass

Recently the State of Arkansas Highway Department in partnership with the City of North Little made a number of improvements to public realm under the I-40 overpass at Pike Avenue and 33rd Street. These improvements were made to reduce the incidence of personal crime (especially at night) and improve pedestrian safety (as 33rd Street/ Burkes Ave. provide a direct connection to I-40 on-ramps and off-ramps). These improvements are show in the photos above.

Additional public realm improvements were proposed in 2011 for the public realm in the vicinity of the Interstate 40 overpass. These are shown in the images above.

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# QUALITY PLACES + HEALTHY COMMUNITIES

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The St. Joseph Center of Arkansas is an asset within the community, with programming and a community garden



## HEALTH RESOURCES/RANKINGS

### Health Connection to the Imagine Central Arkansas Program Elements

Fostering the development of healthy communities is one of the Imagine Central Arkansas program elements. In addition, a number of Imagine Central Arkansas program elements have implications for the development of healthy communities:

- *Efficient mobility options and pedestrian design* - (2 program elements) Ensuring that roadways provide spaces for pedestrians and/or bicyclists enhances opportunities for active transportation, which positively impacts health. Providing a variety of transportation choices can reduce travel by personal vehicle and thereby improve air quality as well.
- *Housing choice, development diversity, an efficient growth* – (3 program elements) When neighborhoods have a variety of housing choices and diverse types of development (i.e., mix of uses), it becomes easier for

residents to reach destinations (e.g., schools, shopping) using alternative modes of transportation including walking and biking, which have known benefits for health. Reduced automobile usage in mixed use areas can also lead to improved air quality.

- *Environmental stewardship* – Environmental stewardship leads to improved air and water quality and reduces exposure to toxic materials, all of which lead to improvements in human health.

### Health Snapshot

The following data points provide a summary of how the health of Arkansas residents and Pulaski County residents compares to that of the U.S. population<sup>6</sup>. Pulaski County outperforms state and national outcomes on some indicators, while it underperforms on others. Pulaski County performs particularly well on obesity rates and has a relatively high number of primary care providers, which makes it a medically well-served area. The County's smoking and inactivity rates compare positively to state averages, but negatively compared to national rates.

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<sup>6</sup> Health data from national sources is generally available only at the state and county level – local data is needed to provide more geographically-targeted information.

# QUALITY PLACES + HEALTHY COMMUNITIES

**Table 4 - Health Indicators**

Indicator	National	Arkansas	Pulaski County	Pulaski County vs. State	Pulaski County vs. U.S. Population
Adult Asthma Prevalence <sup>1</sup>	13.4%	14.2%	Unavailable	N/A	N/A
Diagnosed Diabetes among Adults <sup>2,3</sup>	11.3%	9.2% <sup>4</sup>	11.1%	Above State Rate	Similar to National Rate
Obesity Rate <sup>5</sup>	35.7% <sup>6</sup>	34.5% <sup>7</sup>	32.0% <sup>8</sup>	Lower than State Rate	Lower than National Rate
Smoking Rate <sup>9</sup>	17.3% <sup>10</sup>	22.9%	20.0% <sup>11</sup>	Lower than State Rate	Higher than National Rate
Physical Inactivity Rate for Adults	25.4% <sup>12</sup>	29.2% <sup>13</sup>	29.0% <sup>14</sup>	Similar to State Rate	Higher than National Rate
Ratio of Residents to Primary Care Physicians	1463 <sup>15</sup>	1473 <sup>16</sup>	978 <sup>17</sup>	Lower than State Rate	Lower than National Rate

<sup>1</sup> Adult Self-Reported Lifetime Asthma Prevalence Rate and Prevalence by State, CDC Behavioral Risk Factor Surveillance System, 2011, <http://www.cdc.gov/asthma/brfss/2011/brfssdata.htm>

<sup>2</sup> Age 20 or older.

<sup>3</sup> National Diabetes Information Clearinghouse, 2011.

<sup>4</sup> Age-adjusted CDC estimate for 2010

<http://apps.nccd.cdc.gov/DDTSTRS/Index.aspx?stateId=5&state=Arkansas&cat=prevalence&Data=data&view=TO&trend=prevalence&id=1>.

<sup>5</sup> Data from 2010 unless otherwise noted.

<sup>6</sup> Prevalence of Obesity in the United States, NCHS Data Brief No. 82, 2009-2010 Data, <http://www.cdc.gov/nchs/data/databriefs/db82.pdf>

<sup>7</sup> CDC Adult Obesity Facts, 2012

<sup>8</sup> 2013 County Health Rankings and Roadmap

<sup>9</sup> CDC Behavior Risk Factor Surveillance System, 2010 Prevalence and Trends Data

<sup>10</sup> Median rate for all states.

<sup>11</sup> 2013 County Health Rankings and Roadmap

<sup>12</sup> CDC, State Indicator Report on Physical Activity, 2010. [http://www.cdc.gov/physicalactivity/downloads/PA\\_State\\_Indicator\\_Report\\_2010.pdf](http://www.cdc.gov/physicalactivity/downloads/PA_State_Indicator_Report_2010.pdf)

<sup>13</sup> CDC, U.S. Physical Activity Statistics, 2008.

<sup>14</sup> 2013 County Health Rankings and Roadmap

<sup>15</sup> Marbury, Donna. "Primary Care Physician Shortage Will Hit Hardest in California." Medical Economics, Nov. 10, 2013, available at: <http://medicaleconomics.modernmedicine.com/medical-economics/news/primary-care-physician-shortage-will-hit-hardest-california>.

<sup>16</sup> National Health Rankings, which used data from 2010-2011

<sup>17</sup> 2013 County Health Rankings and Roadmap



The Levy community has limited pedestrian amenities, making the area non-walkable community



## WALKABLE COMMUNITIES

Each of the five Arkansas communities under the Jump Start program wish to become more walkable, transforming key streets into desirable place to walk, bike, shop, work, socialize and live. Over the years Dan Burden (Street Design Guidelines for Healthy Neighborhoods), Reid Ewing (Pedestrian and Transit-Friendly Design), Jeff Speck (Walkable City), John Massengale and Victor Dover (Street Design) have come up with very similar conclusions on those features that are most needed to bring life back to a street. Each author tends to validate the work of the others. In his writings and presentations Dan covers the essences of walkable places quite well, "... people tend to walk in places and to places that give them the greatest security, convenience, comfort, efficiency, and welcome."

Our client seeks an assessment of baseline scores for each area we walked, so that over time changes in design, code and investments can be made and these priorities are justified in the greater context of creating successful place.

Each of these streets in this study area tends to be suburban in character, and each will benefit by creating good to great walking spaces. So, our scoring sheets need to transform a range of first ring to second and third ring suburban areas. Some or most of these areas will move from strip, higher speed areas, to places that are authentic, character driven, worthy places that bring back the life and vitality of their neighborhoods.

John and Victor point out in their book *Street Design*, "...what makes a good street is not as subjective or as complex as some might think. In fact, making good streets comes naturally to people, and has for thousands of years." Even Dr. Suess lays it out rather simply in his book *Places to Go*, "You have brains in your head. You have feet in your shoes. You can steer yourself any direction you

choose. You're on your own. And you know what you know. And YOU are the one who'll decide where to go..."

It is not just about if the streets feel complete; are there destinations, how attractive and authentic is a space, and does a person feel both secure and welcome in an area?

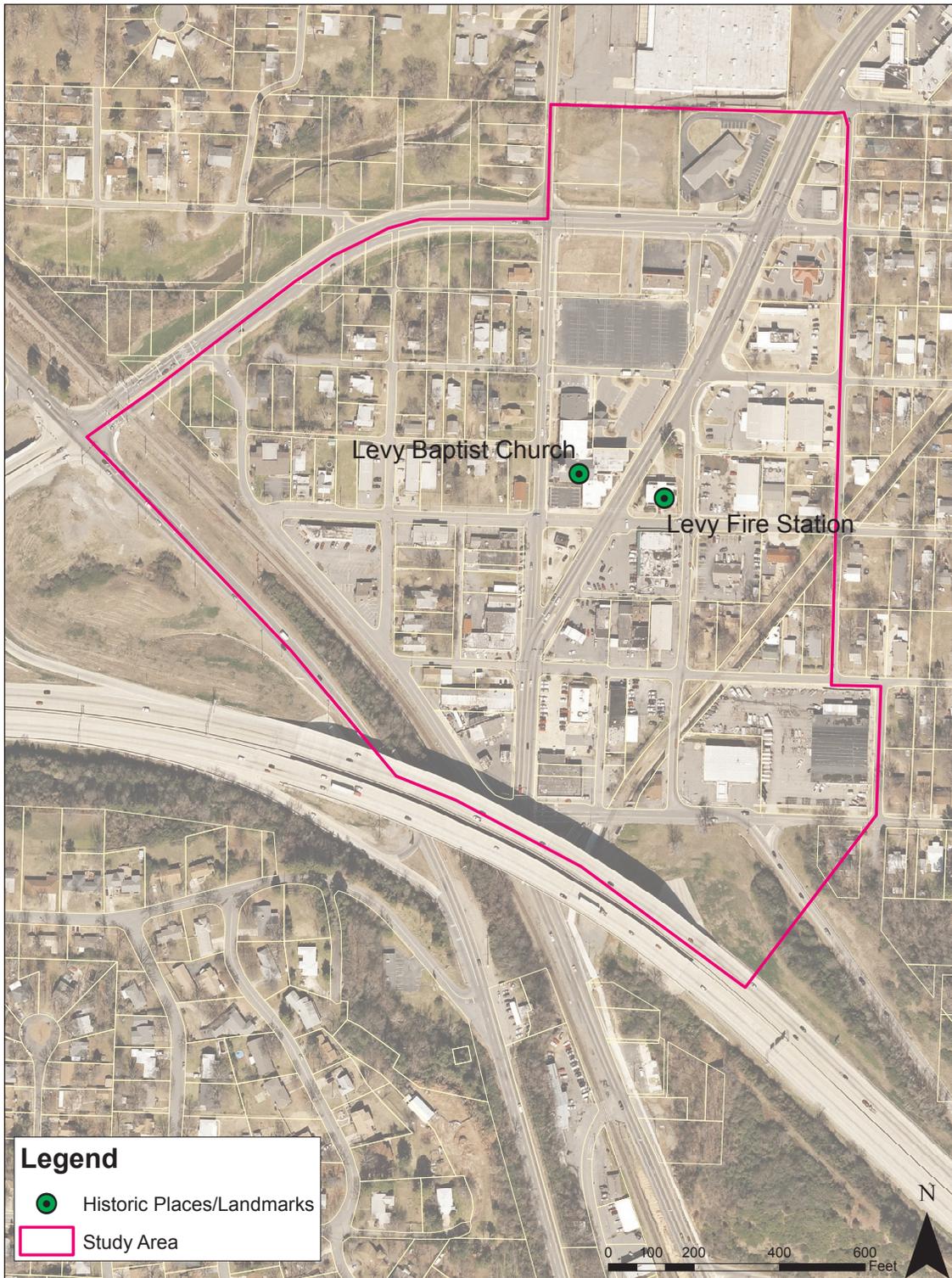
This scoring system will allow each of the five communities to see where and how they sit in relation to other communities across North America that also seek more walkable spaces. This gives the community an opportunity to assess its performance on this street, and use the tool to assess streets that were not included, but are of the same type of street. Some of the items on the list overlap. For instance it is hard to overlook the importance of an edge, and meanwhile installing lamps and vertical walls of green also go into creating comfort. Meanwhile, areas that are green start to develop a needed aesthetic that helps define place.

### Walkability Emphasis

- Security (Building Placement, Transparency)
- Comfort
- Enclosure and Human Scale
- Edges
- ADA and Corners
- Crossings
- Driveways
- Green, Beauty, Imaginability
- Sidewalk Maintenance and Condition

# QUALITY PLACES + HEALTHY COMMUNITIES

## Historical Places and Landmarks



# EXISTING COMMUNITIES



Levy Baptist Church



Levy Fire Station

## EXISTING COMMUNITIES

### Access to Quality Foods

Consuming healthy foods a critical component of maintaining a healthy lifestyle, and livable neighborhoods should provide residents with access to healthy food sources. According to the CDC, only 20 percent of Arkansas residents consume five or more servings of fruits and vegetables per day, as recommended by the USDA.<sup>7</sup> In many cases, lack of access to healthy foods at reasonable prices is one cause of poor eating habits. As such, enhancing access to healthy foods is an important component of improving dietary habits and health overall.

Currently, ten percent of Pulaski County residents have limited access to healthy foods.<sup>8</sup> In most cases, these residents are both low income and live in locations with poor access to healthy food sources.<sup>9</sup>

The closest grocery store to the Levy project area is located at 4401 Camp Robinson Road, less than half a mile from the northern boundary of the project area. There are no farmers markets held in the Levy neighborhood currently.

The closest farmers markets are located at Lakewood Village shopping center and in the Argenta neighborhood, which are approximately 3.2 and 2.5 miles away, respectively.<sup>10</sup>

## OUTDOOR ACTIVITIES

### Open Space

The Levy Trail is a new bike/pedestrian trail constructed within an old railroad right-of-way. The trail begins under the Interstate I-40 overpass and runs northeast to 52nd Street.

No conservation areas exist within the study area.

### Historic Places and Landmarks

#### Levy Baptist Church

- The church has been in its current location for over one hundred years. The chapel was constructed in 1952.

#### Levy Fire Station

- Constructed in 1965, the site is the location of the original Levy City Hall.

<sup>11</sup> CDC Behavior Risk Factor Surveillance System - Prevalence and Trends Data, 2009

<sup>12</sup> 2013 County Health Rankings

<sup>13</sup> 2010 USDA Food Environment Atlas

<sup>11</sup> USDA "Know Your Farmer" Food Compass, [http://www.usda.gov/wps.portal.usdausdahome?navid=KYF\\_COMPASS](http://www.usda.gov/wps.portal.usdausdahome?navid=KYF_COMPASS)

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# STRENGTHS, WEAKNESSES, OPPORTUNITIES + THREATS

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## Strengths

- **Existing street grid** - A connected grid means pre-existing right-of-way as well as a well-connected community.
- **Large amount of publicly owned land** - Increased ability for parks and open space as well as a reduced difficulty in development and implementation.
- **Levy Trail** - The Levy Trail is an asset that not only encourages a healthy and active community but also connects the neighborhood through a safe pedestrian linkage to Camp Robinson.
- Relatively low commercial vacancy
- Stable residential market
- **Large Right-of-Way on Camp Robinson Road** - This allows for an increased number of opportunities for reshaping the roadway as well as increasing the amount of space that can be dedicated to the pedestrian.
- Strong community memory
- Diverse community (more so than the rest of the region)
- Affordable housing
- Stable commercial
- Locally owned business/merchants association
- Food innovation center nearby
- Neighborhood association

## Weaknesses

- **Localized flooding problems** - Poor stormwater infrastructure has caused management issues and flooding during heavy rain events, making the area less inviting to residents and pedestrian, while also lowering property value.
- Disjointed Neighborhood pockets
- **Poorer/lower income** - Lower income communities not only have less spending power to drive retail markets but also have higher instances of crime and unemployment.
- Closed mindedness
- Camp Robinson as a dangerous location
- Disconnect between Hispanic community and the larger community
- **Lack of housing options/diversity** - An aging population means not only less community memory of the past but a smaller engaged population with which to build community assets.
- Age demographics

---

## Opportunities

- Growing Hispanic market
- Camp Robinson is now city owned
- **Could be a natural/geographic neighborhood center** - Levy is strategically located not only near Downtown Little Rock and North Little Rock but also near major employment centers such as the Little Rock Air Force Base, Camp Robinson, and the Veteran's Affairs Hospital.
- **Good for first time homebuyer** - Affordable housing allows for this to become not only a owner-dominated market but also transforms Levy into strong middle-class neighborhood while simultaneously allowing those previously unable to access increased wealth and lines of credit.
- Youths
- Food opportunities nearby/agricultural tourism
- Accessibility emphasis
- Hispanic powerhouse
- New Levy days

## Threats

- **Racial/ethnic disharmony** - This can cause a lack of community unity, making cooperation and development initiatives more difficult to implement and less effective in their result.
- Community Disharmony
- **Losing connection to past** - This lost connection can produce a lost vision for where the community has been in order to shape a vision for where the community should go, causing lost community inertia in the process.

**PUBLIC ENGAGEMENT**

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## Downtown Levy – Draft Design Review

March 1, 2014

GATEWAYPLANNING  
A VIALTA GROUP PARTNER



catalyst



Horsley Witten Group  
Sustainable Environmental Solutions



METROPLAN  
SMART PLANNING MAKES SMART PLACES.



IMAGINE  
CENTRAL  
ARKANSAS  
Plan Smart. Live Smart.

# Thank You

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Thank you to all who supported our team this week – including:

- Pastor Steve + Levy Baptist Church for hosting our team and making breakfast on Thursday.
- Peggy Hogg and Hoggs Meat Market for donating lunch on Friday and event food on Thursday
- U.S. Pizza for donating lunch and event food on Thursday
- Las Delicias for donating lunch today

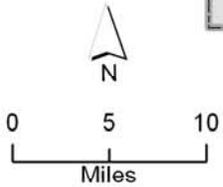
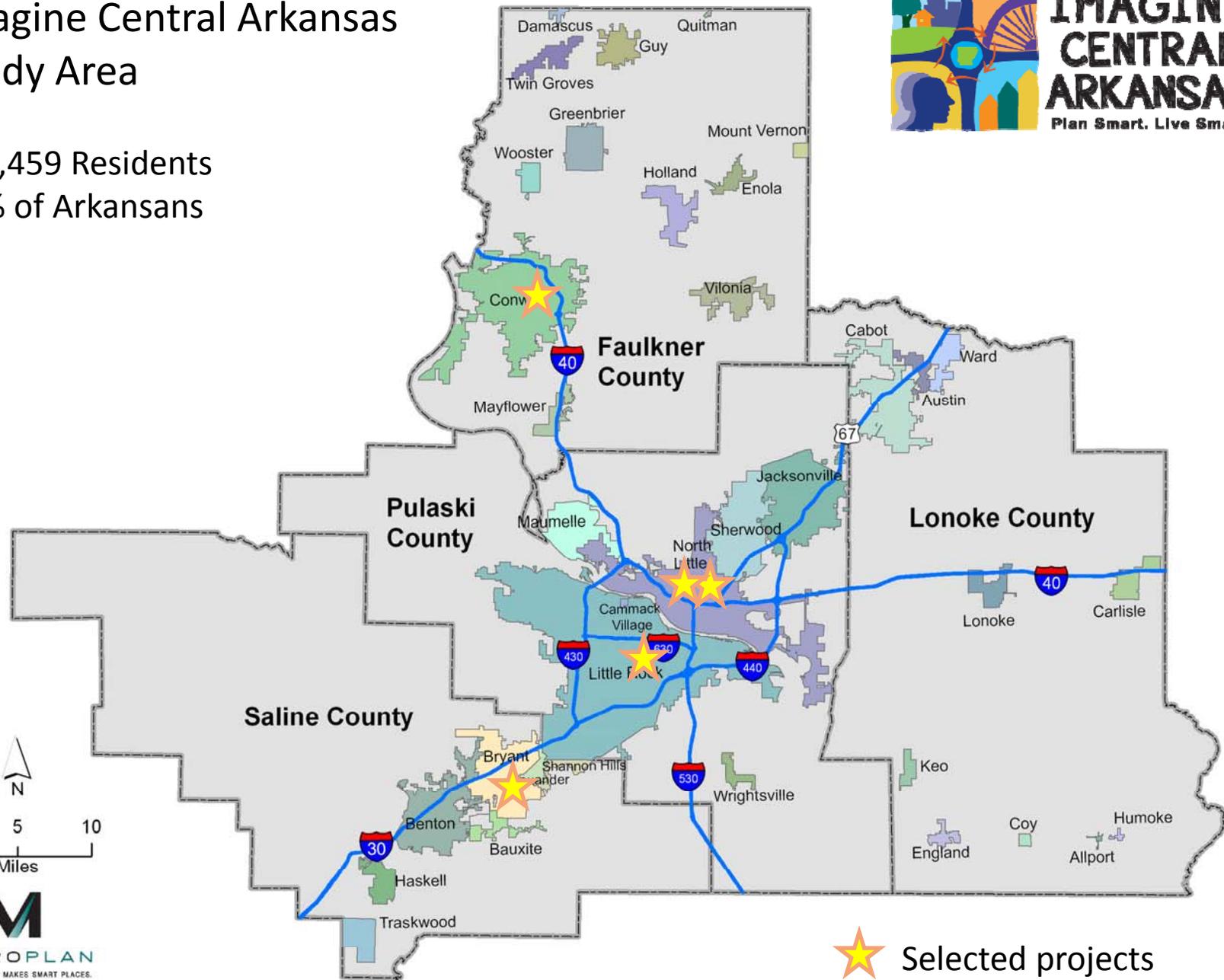
# Tonight's Presentation

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- Where We've Been
- Our Understanding
- Regional Connection
- Significant Opportunities - Economics
- Conceptual Design
- Public Realm – Streets
- Discussion

# Imagine Central Arkansas Study Area

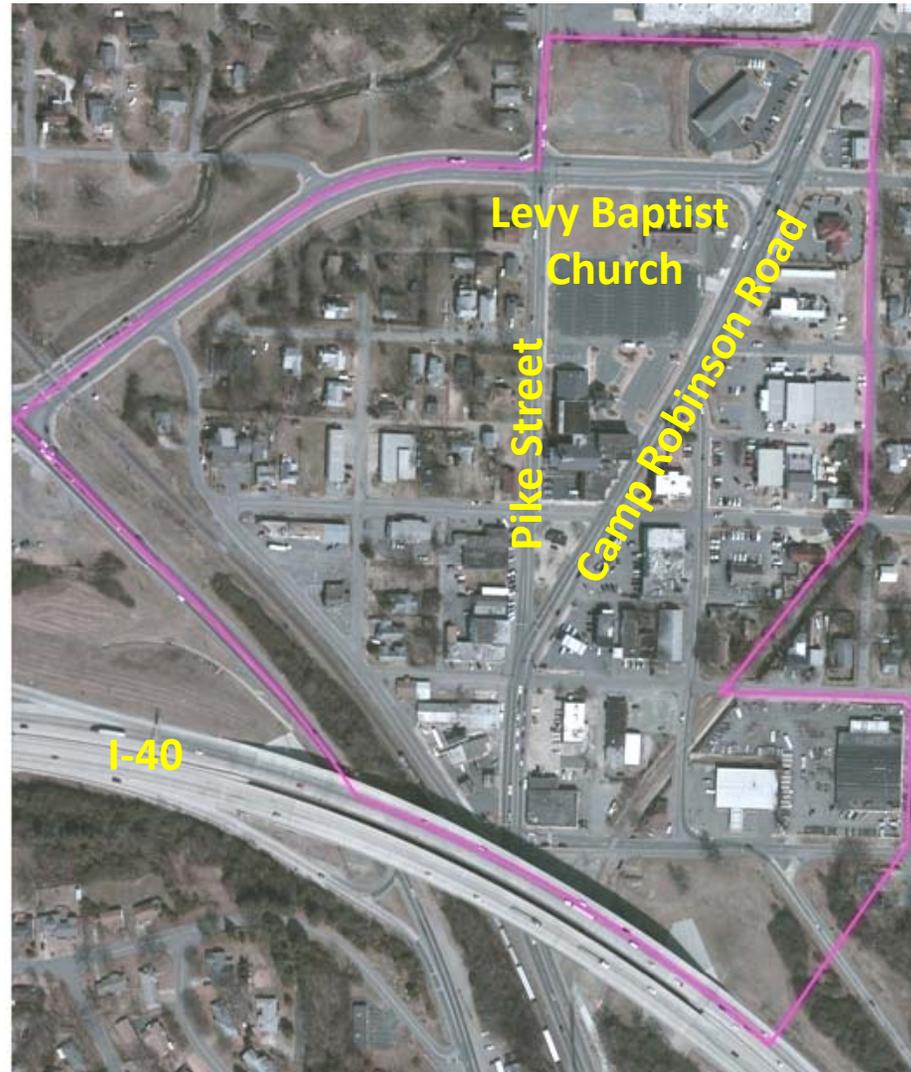
671,459 Residents  
22% of Arkansans



 Selected projects

# Study Area

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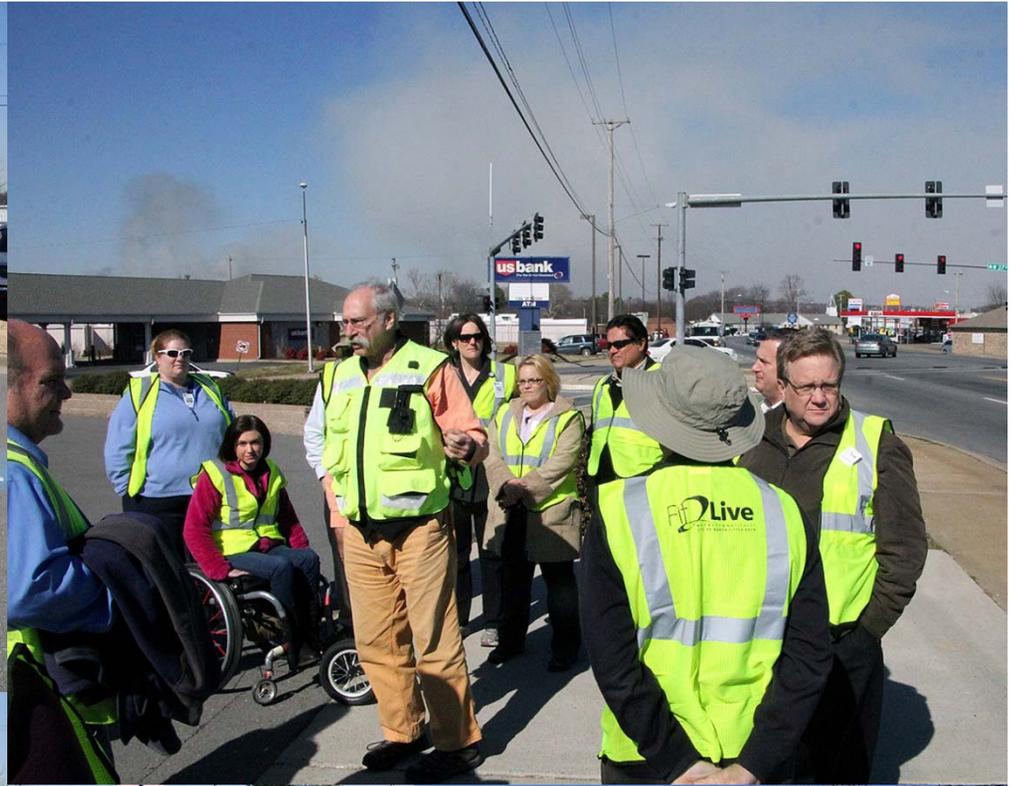












# Thursday's Visioning Meeting

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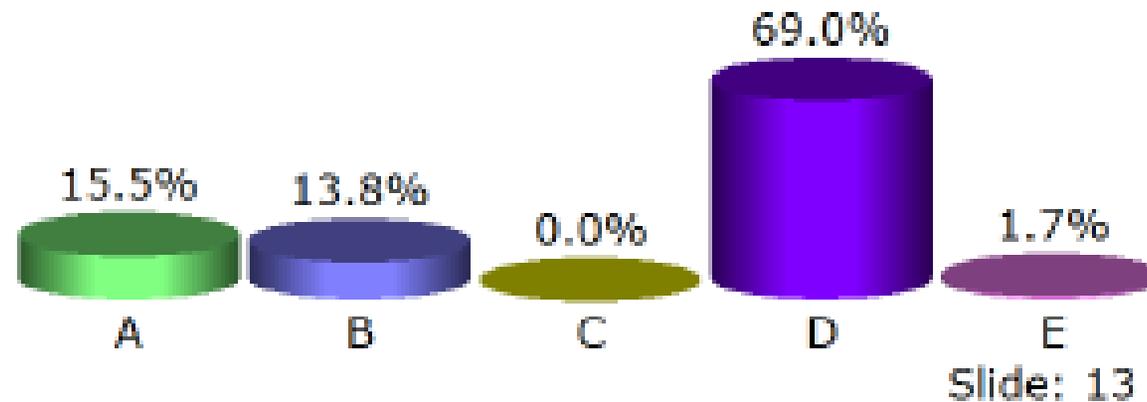


# Survey Results

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B. North Little Rock is primarily a community for:

- a. Families with children
- b. Seniors/empty nesters
- c. Single professionals and students
- d. All of the above
- e. None of the above (comment card)

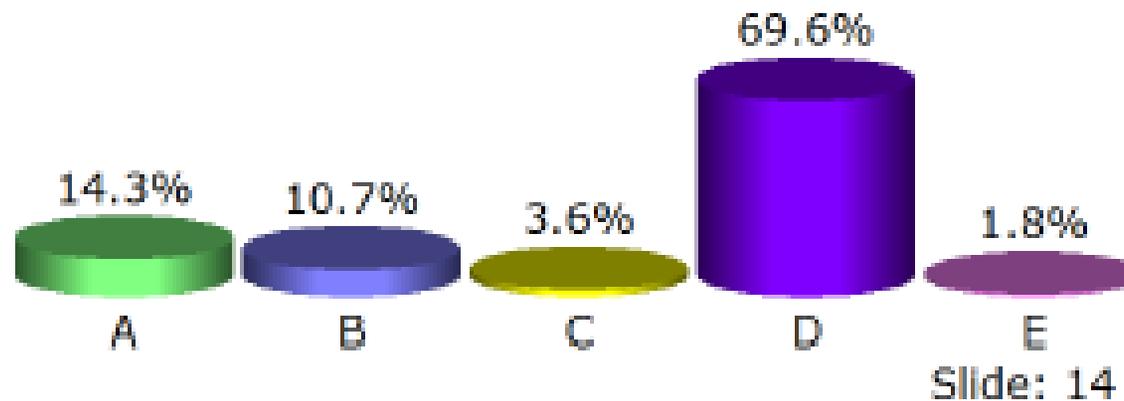


# Survey Results

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9. When considering new development, my highest priority for my neighborhood is:

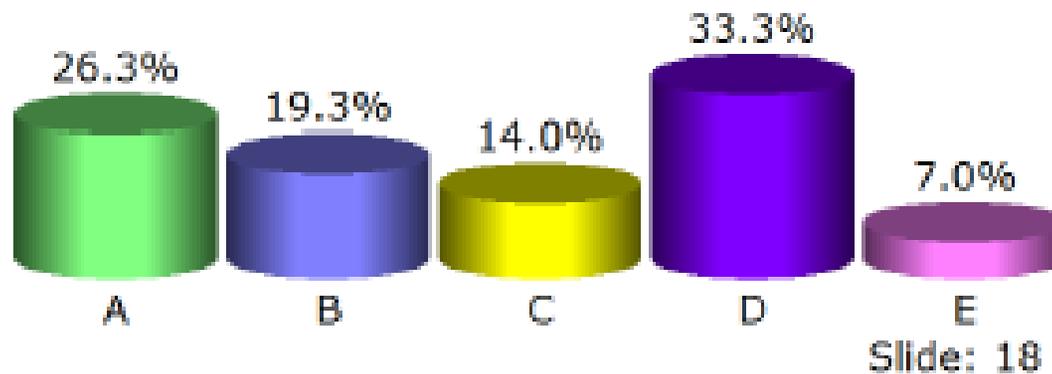
- a. Respect the neighborhood character of MLR, encouraging high quality architecture and building materials
- b. Embrace neighborhood amenities like parks and other public spaces on or nearby the project area
- c. Focus on walkability and access to trails and bicycling routes
- d. All of the above
- e. Embrace opportunities other than those above (comment card)



# Survey Results

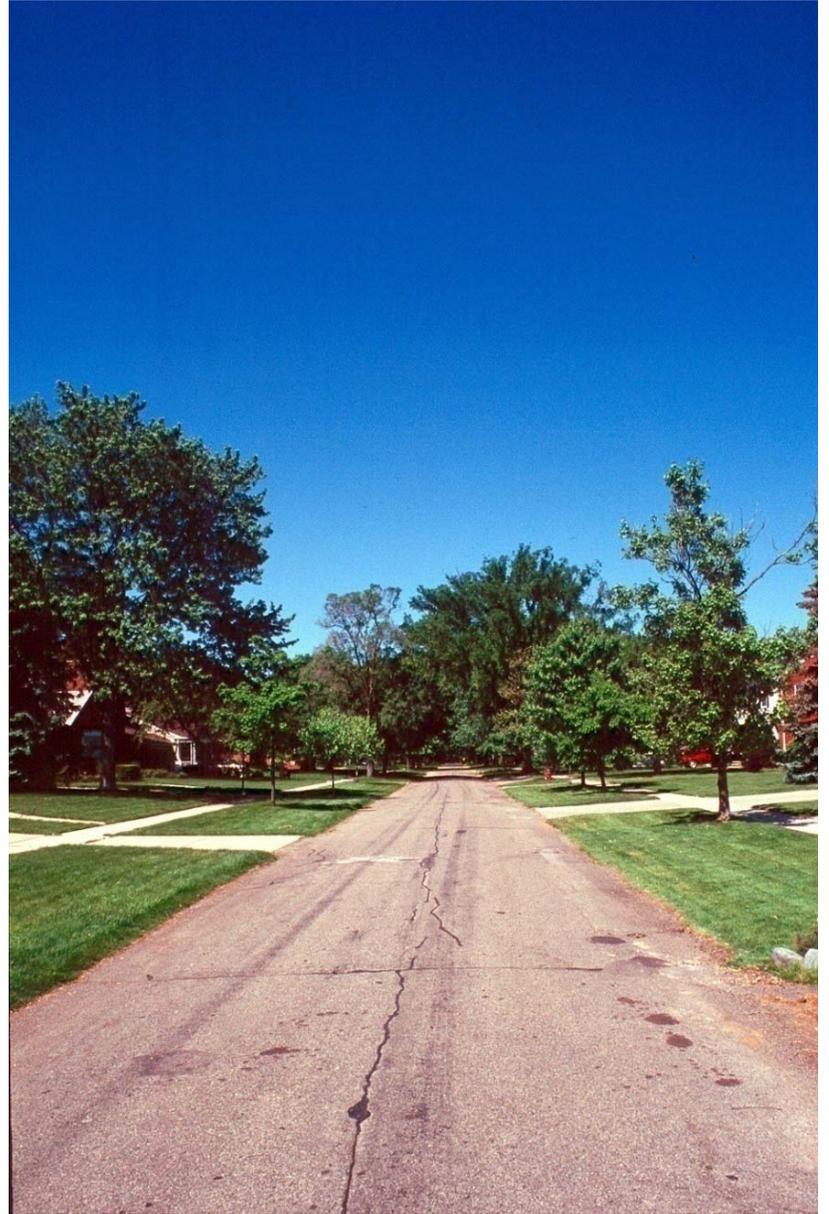
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12. Future improvements to Levy Study Area should focus primarily on:
- a. Accommodating alternative modes of transportation (Pedestrians, Bikes, etc.)
  - b. Access and traffic patterns
  - c. Traffic Speeds
  - d. Design and form of buildings
  - e. Other priority than those above (comment card)

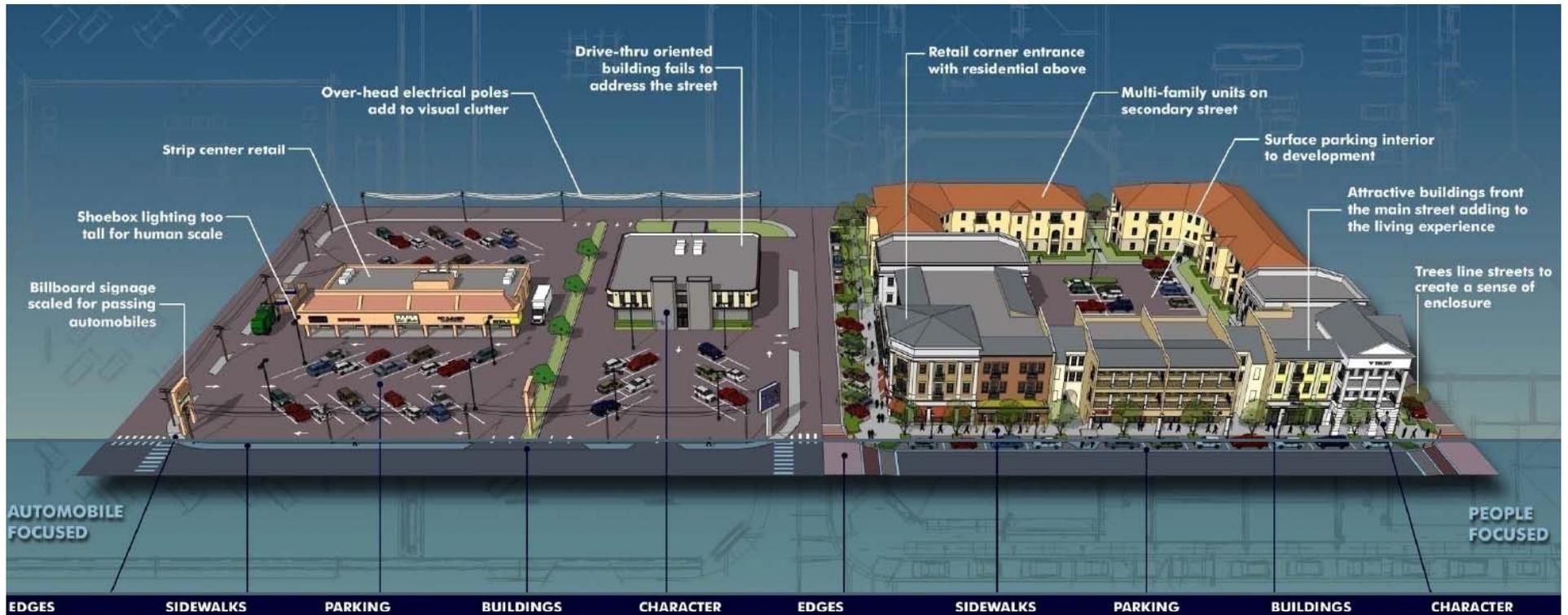


# Collective Input from Levy Community

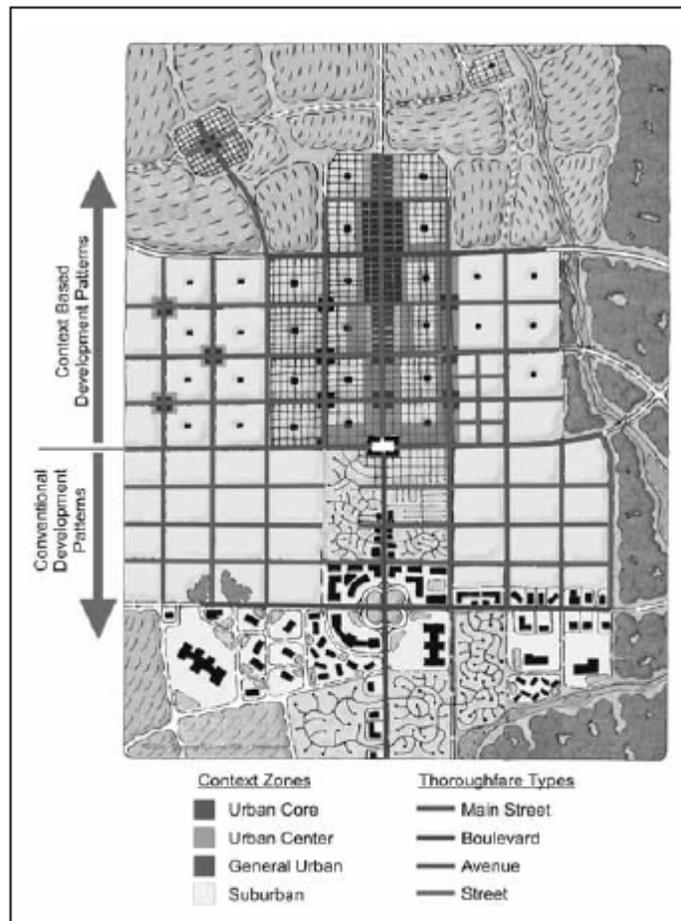
Comments	Votes
Welcome signs coming into Downtown Levy	◆◆◆◆
Street Trees	◆◆◆◆◆◆
Perceived high crime rate in neighborhood; need higher police presence	◆◆◆◆◆
Consistent wayfinding and signage in community	◆◆◆
Improvements to Camp Robinson (i.e., road diet, roundabouts)	◆◆◆◆◆◆◆◆
Levy Trail (i.e., safety, access, landscaping)	◆◆◆◆◆◆
Bike Friendly Infrastructure	◆
I-40 Exit	◆◆◆◆
New Community Center needed	◆◆



# Hide the Parking Lots



# Context Sensitive Solutions (CSS)



**Figure 3.3** Context based development patterns are formed around a highly connected network of walkable thoroughfares. Source: Thomas Low (DPZ) and Digital Media Productions.

An ITE Recommended Practice

Designing Walkable Urban Thoroughfares:  
A Context Sensitive Approach

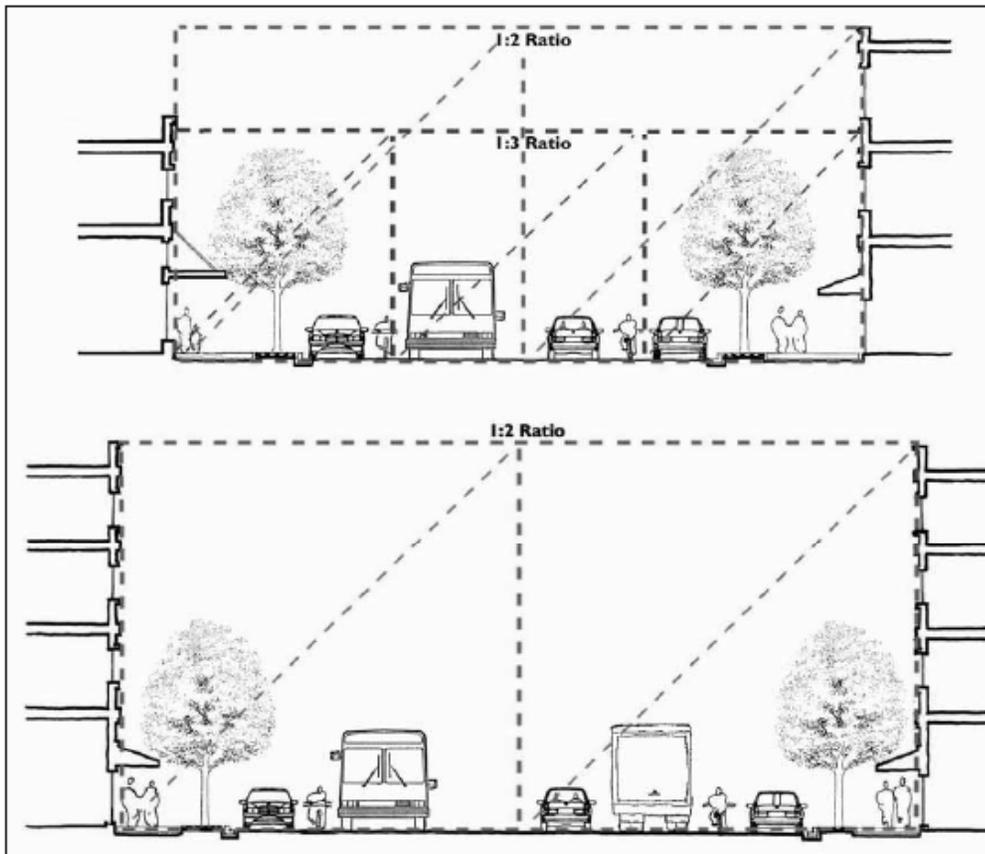
**ite**  
Institute of Transportation Engineers

CONGRESS FOR THE NEW URBANISM

# Local Examples of CSS



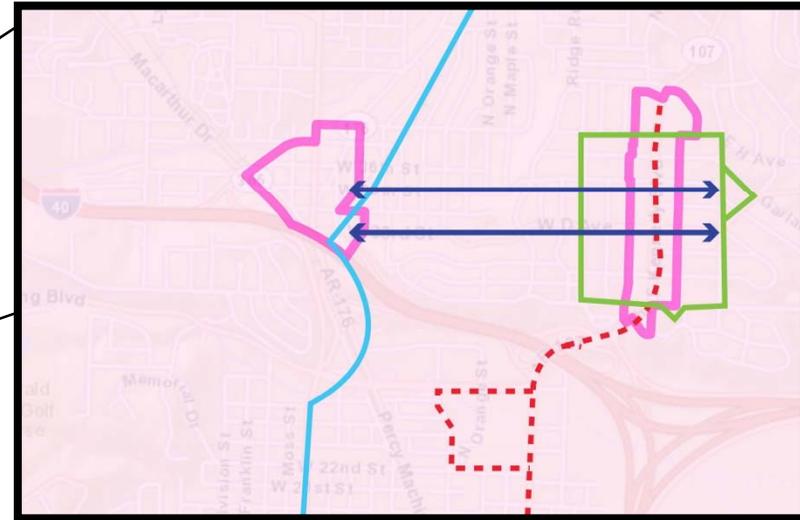
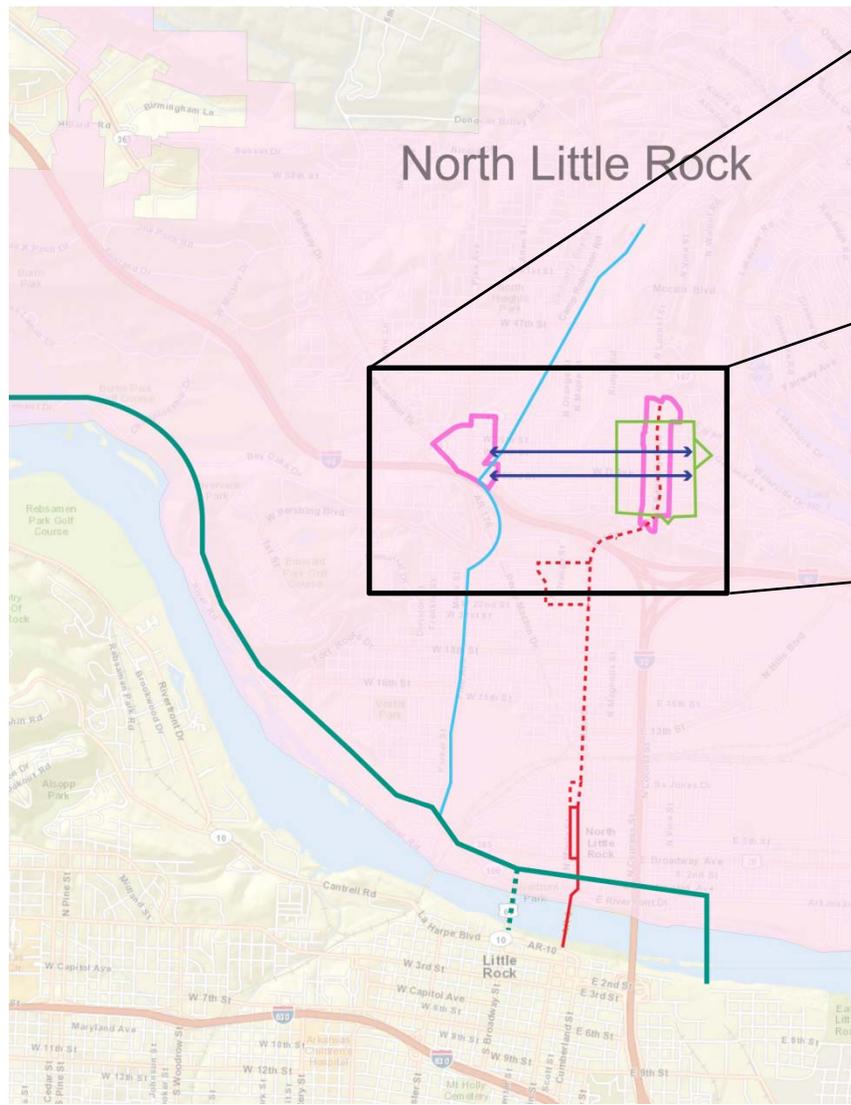
# Create the Outdoor Living Space



**Figure 4.2** Illustration of height to width ratios that create a scale on thoroughfares that is comfortable to people and encourages walking (human scale). Human scale ratios fall between 1:3 and 1:2 as measured from the building fronts. Source: Community, Design + Architecture.



# Regional Connections



**Legend**

- Street Car
- - - Potential Street Car Extension
- River Trail
- Levy Trail
- Park Hill Loop
- Levy/Park Hill Connection

# Trail Economic Development



# St. Joseph Center of Arkansas

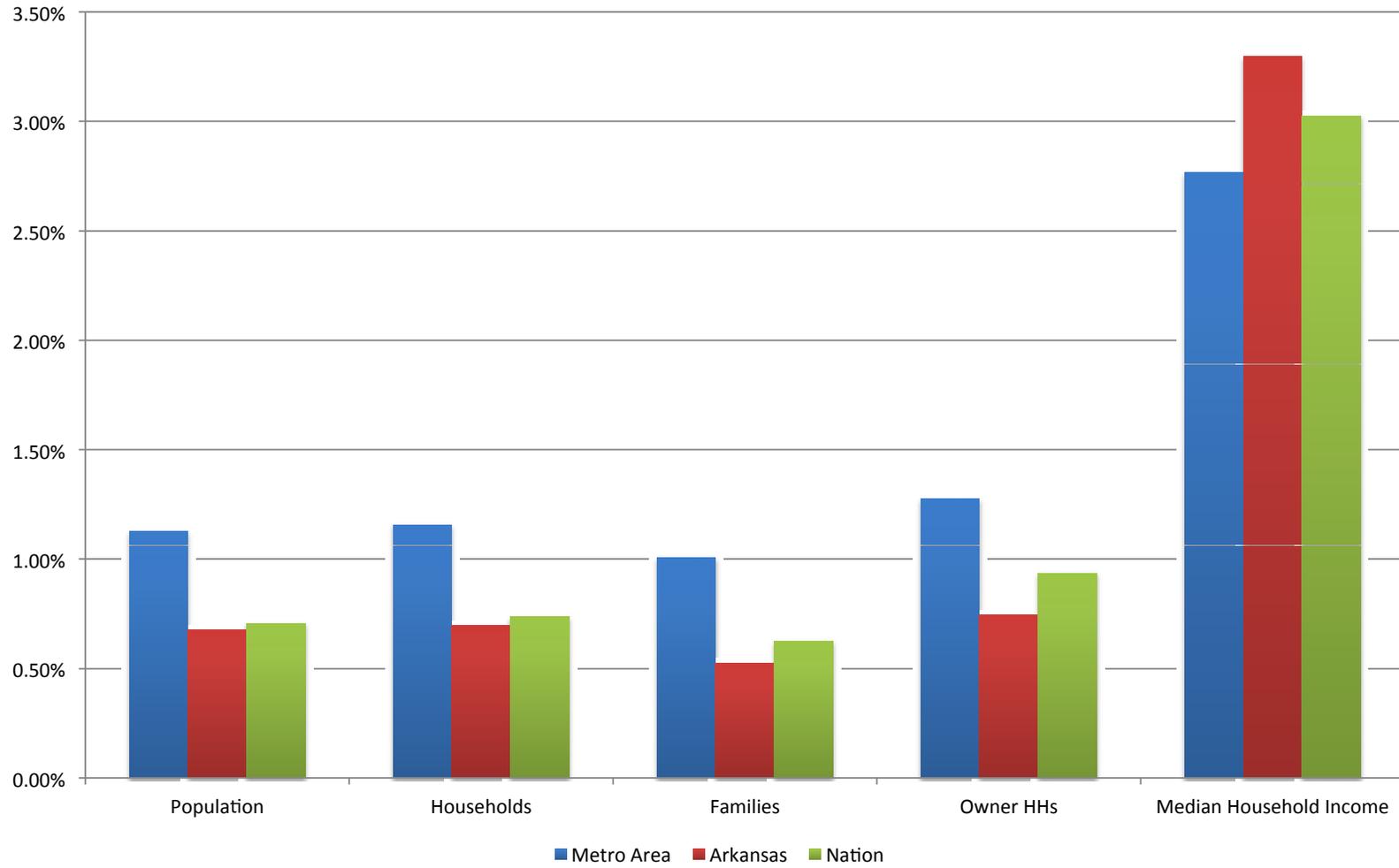
Local regional draw searching for locations to introduce farm stands throughout the community and interested in Levy.



# Economic Conditions

- The Arkansas State Economy is on the “high side of a slow growth scenario”
- The Little Rock Metro area is projected to increase by 25% (166,000) over the next 15 years.
- The Little Rock unemployment rate is 6.7% compared to 7.5% in the state and 7.3% in the nation.
- Nearly 3,000 new jobs projected annually for Little Rock Metro

## Growth Rate



# Office Market

Submarket	RBA	Vacant (%)	Vacant (SF)	Net Absorption Quarter over Quarter	Net Absorption Year over Year
Downtown	6,562,814	9.7%	633,385	28,441	84,881
East	114,735	0.0%	-	0	0
Jacksonville	12,472	0.0%	-	0	0
Maumelle	170,646	17.9%	30,600	0	-12,400
Midtown	1,909,260	23.4%	447,571	6,789	2,894
<b>North Little Rock</b>	669,055	5.2%	34,463	-6,280	-5,587
Sherwood	269,930	27.8%	74,916	9,967	11,967
South	569,780	10.5%	59,670	23,412	-6,028
Southwest	10,400	0.0%	-	0	0
West	3,780,216	9.0%	341,676	-8,149	-40,878
Market Total	14,069,308	11.5%	1,622,281	54,180	34,849

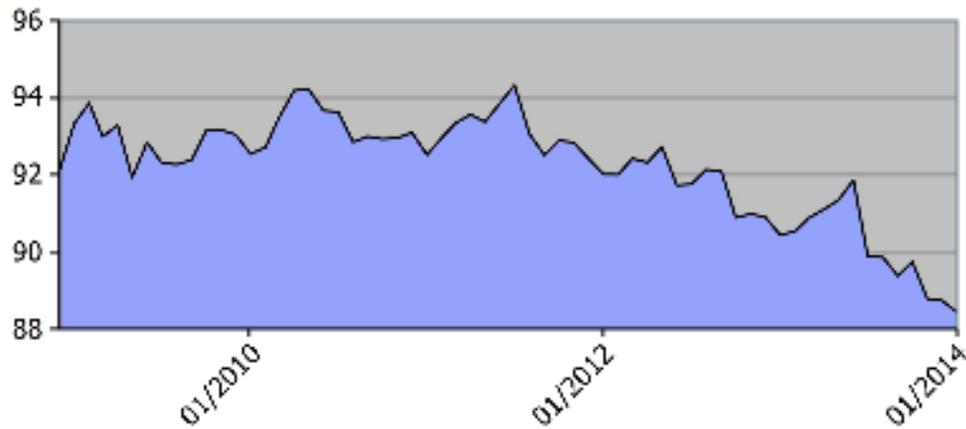
North Little Rock is one of the strongest performing submarkets

Potential for the submarket to absorb 13,000 SF of office space

# High Density Residential

## Occupancy Rate

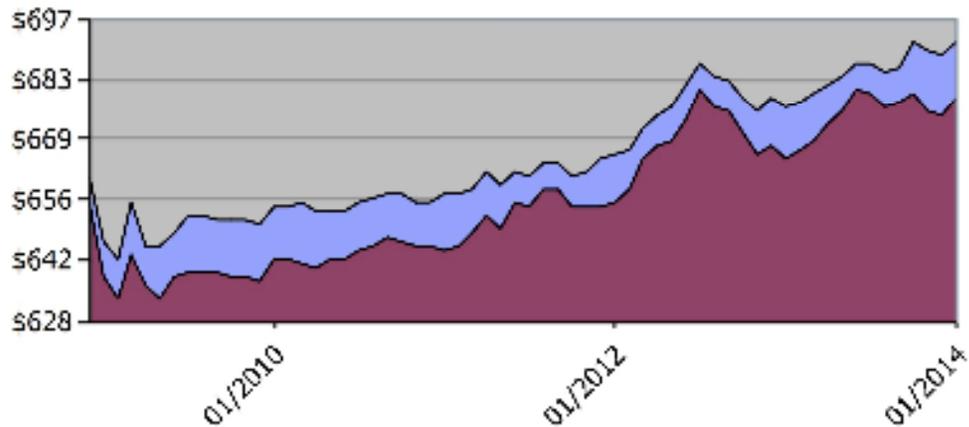
Little Rock



High Density Residential Market has an overall occupancy rate of 90%, effective rents of \$.78 per square foot.

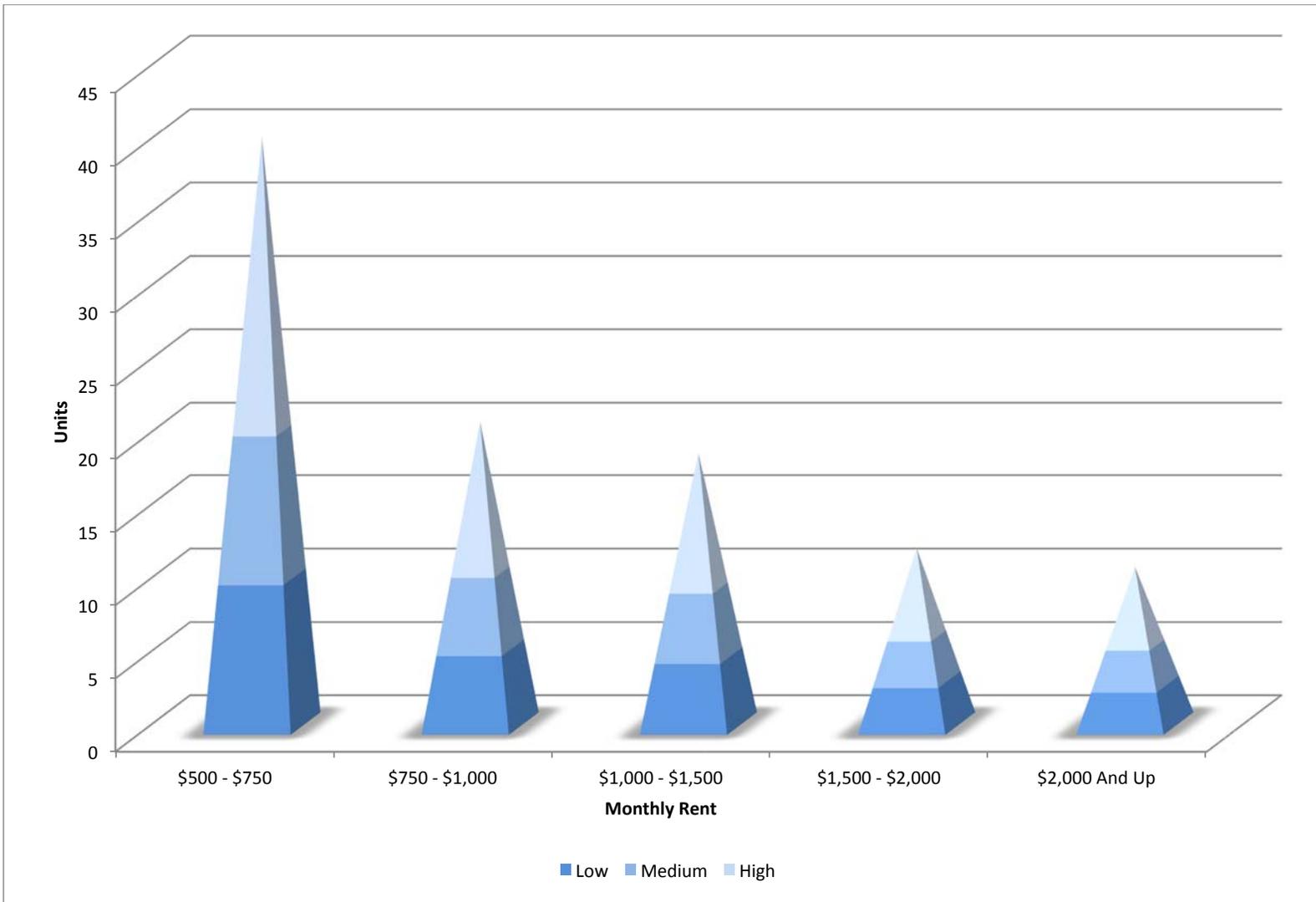
## Market vs. Effective Rents

Little Rock



Effective rents have increased every year since 2009, and are up 1.2% year-over-year since December 2012

# High Density Residential



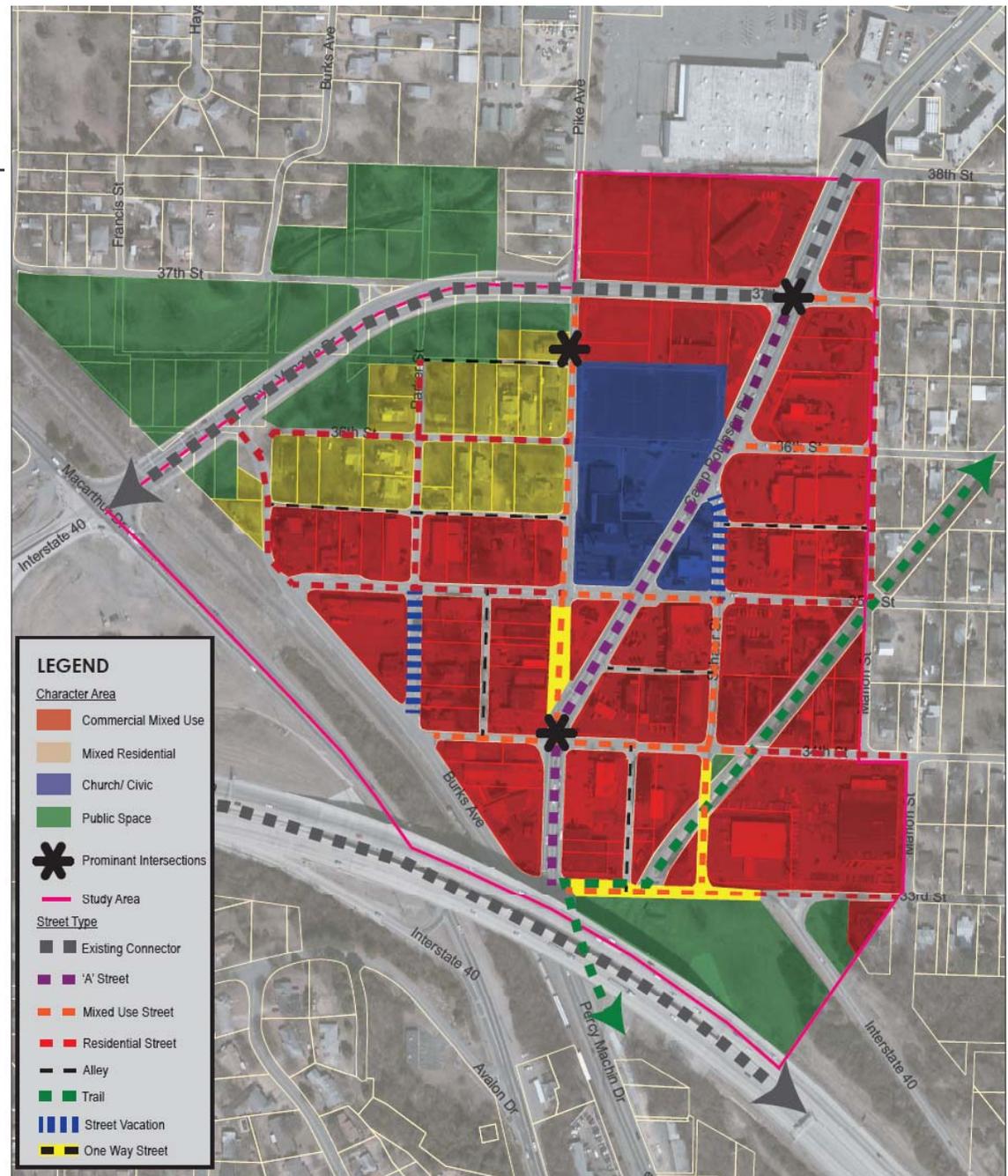
# Retail

- Major Demand Drivers include workforce, residents, and commuters
- 117,000 workers within a 5-mile radius
- 53,000 vehicles per day pass near the study area
- Study area may support an additional 10,000 SF of restaurants and food services, 15,000 in clothing and jewelry, and

### Potential Supportable Retail Square Footage By Retail Category

Category	Student	Workforce	Commuter	Residential	Total
Electronics & Appliance Stores	5	1,111	374	5,727	7,217
Specialty Food Stores	-	-	-	987	987
Health & Personal Care Stores	20	4,483	374	-	4,877
Clothing Stores	9	836	408	5,509	6,761
Shoe Stores	16	1,149	749	3,569	5,483
Jewelry, Luggage & Leather Goods Stores	7	876	356	2,913	4,152
Sporting Goods/Hobby/Musical Instr Stores	-	498	374	1,076	1,948
Book, Periodical & Music Stores	-	-	-	1,274	1,274
Department Stores Excluding Leased Depts.	-	1,494	374	17,810	19,678
Other General Merchandise Stores	-	6,896	561	21,935	29,393
Office Supplies, Stationery & Gift Stores	-	1,686	374	-	2,060
Used Merchandise Stores	-	-	-	4,794	4,794
Other Miscellaneous Store Retailers	-	-	-	884	884
Full-Service Restaurants	19	2,191	699	1,060	3,968
Limited-Service Eating Places	17	2,950	991	1,509	5,467
Special Food Services	-	-	-	156	156
Drinking Places - Alcoholic Beverages	-	-	-	1,339	1,339
<b>Total Demand (SF)</b>	<b>92</b>	<b>24,170</b>	<b>5,636</b>	<b>70,541</b>	<b>100,439</b>

# Framework Concept



# Conceptual Design



Improved Water Infrastructure and parks

Appropriate Infill Opportunities

Public Space improvement and adjacent development

\*NOTE: This illustrative is conceptual and not actual development plans

# Infill Opportunities

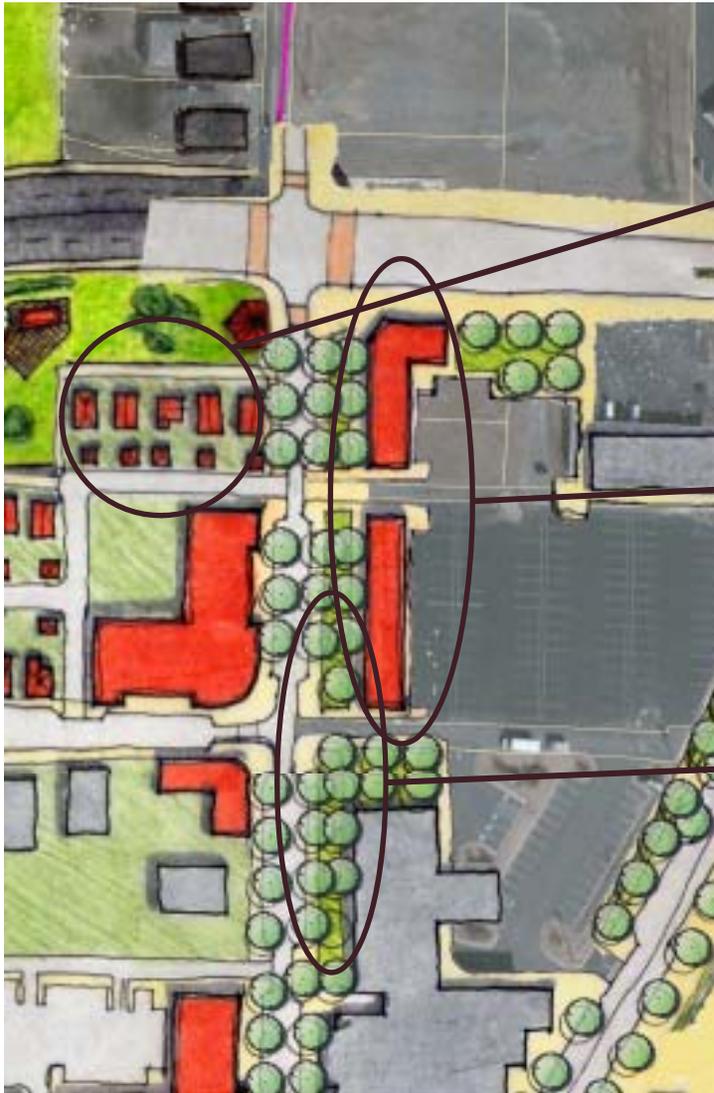
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\*NOTE: This illustrative is conceptual and not actual development plans

# Infill Opportunities

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Appropriate residential development to keep eyes on the street for park space

Liner building provides walkable frontage and rentable office and commercial space

Street trees to create a pleasant walking experience

\*NOTE: This illustrative is conceptual and not actual development plans

# Public Space Improvements

---



\*NOTE: This illustrative is conceptual and not actual development plans

# Infill Concept



Improved Crosswalks

Street Screening for existing parking

Redevelopment can create public space for outdoor dining and festivals "Levy Days"

Restaurants create frontages on the Levy Trail to attract users

\*NOTE: This illustrative is conceptual and not actual development plans

# Public Space Improvements

---



\*NOTE: This illustrative is conceptual and not actual development plans

# Infill Concept



Improved parking area including swales to prevent runoff chemicals running into pond

Pond to create outdoor recreation area

Inclusive Playground with homes fronting for safety

\*NOTE: This illustrative is conceptual and not actual development plans

# Successful Parks Around The Nation

Klyde Warren Park

Dallas, TX

5.2 Acres

780,000 Visitors Annually



Campus Martius Park

Detroit, MI

2.5 Acres

2 Million Annual Visitors



# Inclusive Play

Inclusive playgrounds offer a community amenity and creates a regional draw



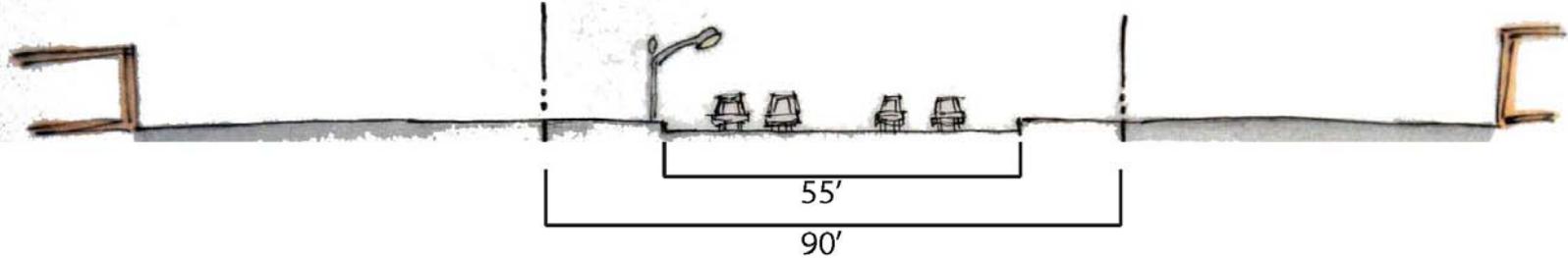
National groups and companies partner with cities and neighborhoods to provide funding for accessible playgrounds

## News

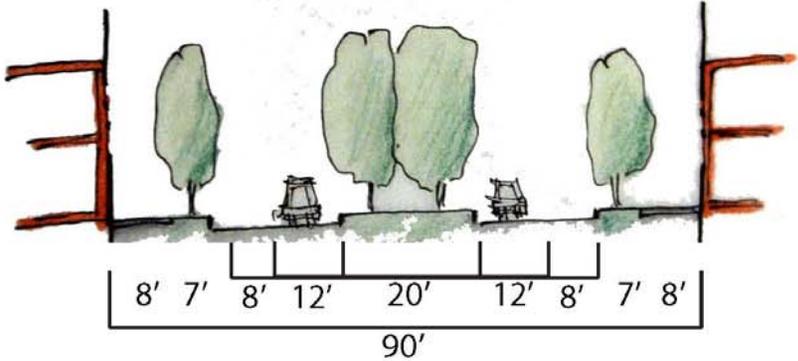
### **Tire Pros Opens Two New "Tread Town" Boundless Playgrounds for Children of All Abilities**

**\$100,000 Contribution from Tire Pros subsidiary of American Tire Distributors and support from Local Tire Pros dealers attracts over 600 people to two Community Grand Openings**

# Camp Robinson Road – 90



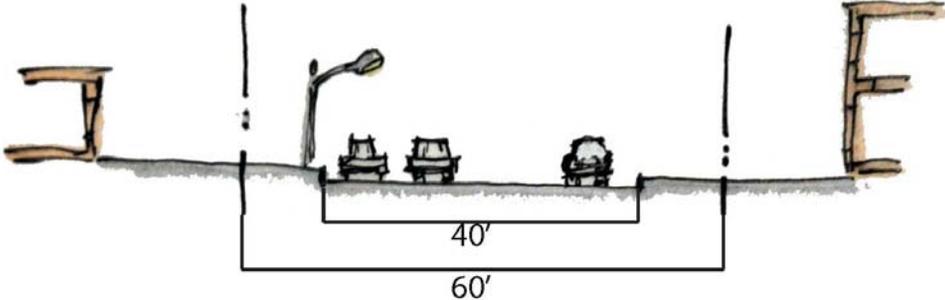
Camp Robinson Rd.  
Existing



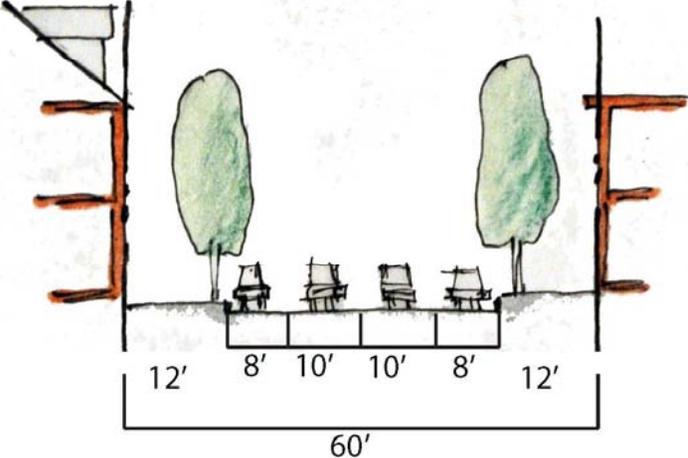
Camp Robinson Rd.  
Proposed



# Camp Robinson Road – 60



Camp Robinson Rd.  
Existing



Camp Robinson Rd.  
Proposed

**Roundabout at  
Camp Robinson Rd. &  
Doyle Venable Dr.**



## Roundabout at Camp Robinson & Doyle Venable

### Pros:

- Shorter delays & queues
- Improves safety
- Traffic calming device
- Gateway feature
- Aesthetics

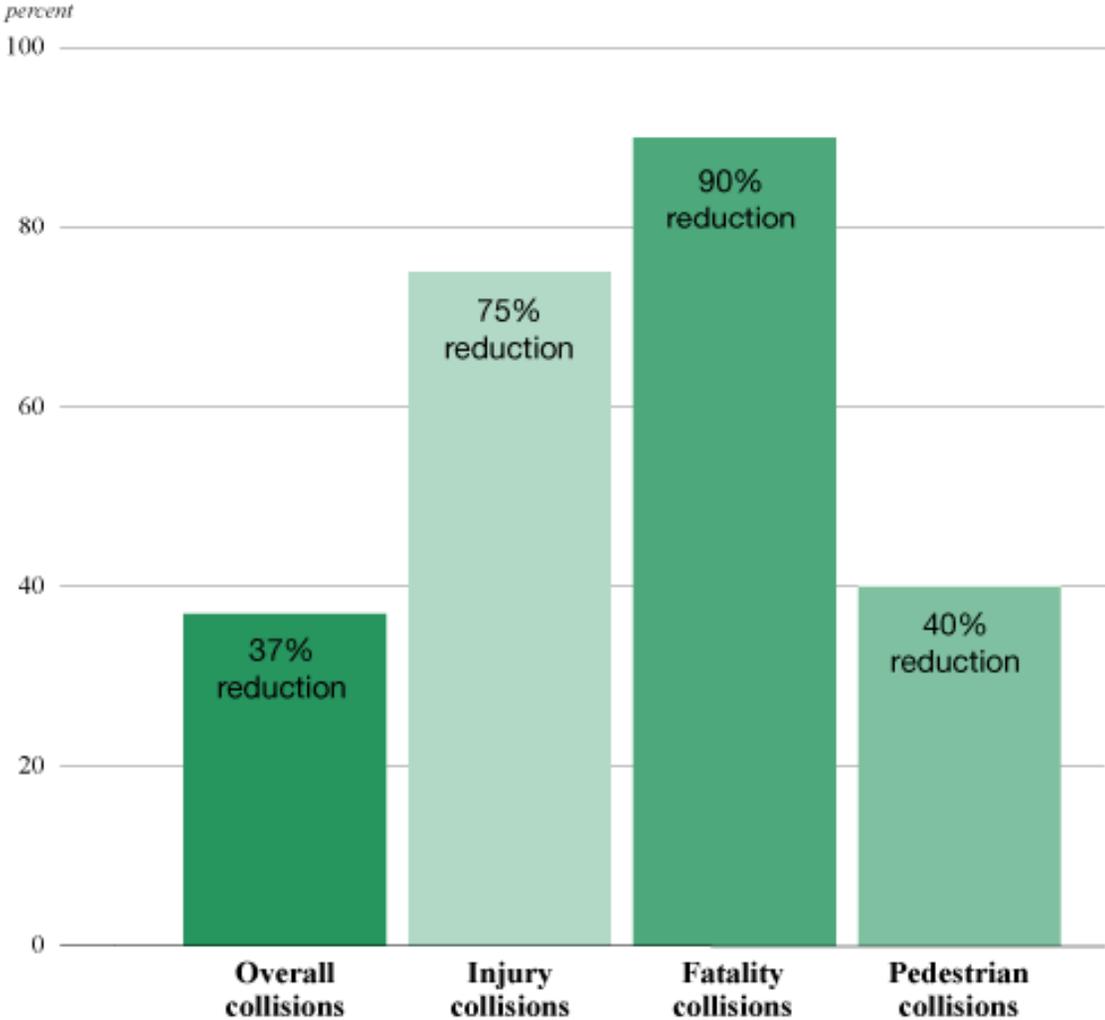
### Cons:

- May require takings
- Driver confusion
- Design for walkability



# Roundabout at Camp Robinson & Doyle Venable

## Reduction in collisions



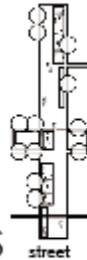
Source: Federal Highway Administration and Insurance Institute for Highway Safety (FHWA and IHS)

# Mini-Roundabout at 35<sup>th</sup> St. & Marion St.



## Complete Streets to Context



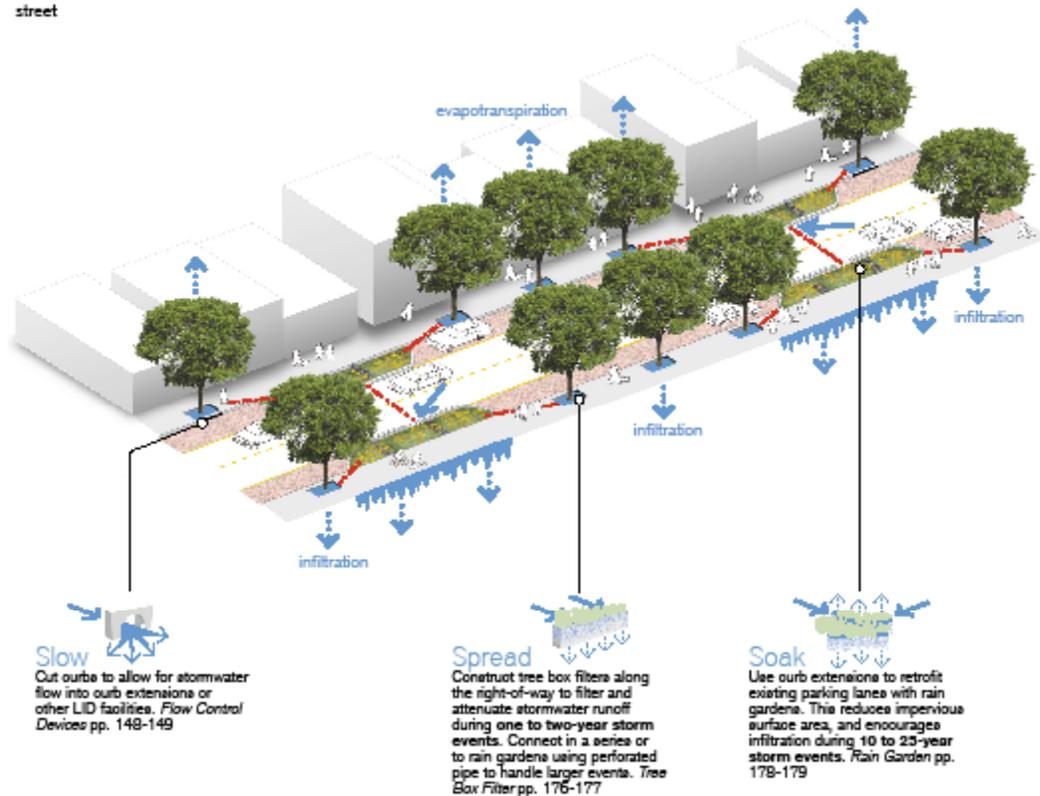


## Skinny Streets

*Create narrower streets to reduce runoff loading and substitute pervious paving for impervious surfaces to encourage stormwater infiltration.*

Residential street design standards dating back to the 1960s called for local street widths as high as 36 feet. Miles of American streets have been designed and built to these standards, which are now recognized as unsafe, and an unwise use of fossil fuel-based resources. Wide streets generate large stormwater runoff peak loads due to their extensive impervious surface area. Since the 1990s, many cities have revisited their street design standards, subsequently adopting narrower street profiles, some as narrow as 20 feet wide for low traffic volumes, while still accommodating emergency vehicle access.

Reducing the width of streets provides a number of benefits. While many may initially assume they are unsafe, these narrow roads, or "skinny streets" actually reduce average speeds and vehicle accident rates. For instance, a 24 foot wide street has about 0.32 accidents per mile per year, while a 36 foot wide street has 1.21 (Walker Macy - Villebois v.4). Economic benefits include reduced street maintenance and resurfacing costs, while environmental benefits include reduced urban heat island effect. Soft-engineered streets provide stormwater runoff attenuation and filtering. However, such facilities handle only one to two-year storm events, requiring connection to a treatment network for larger events.

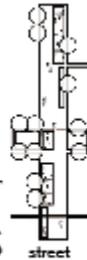


# Physical and Economic Impacts of Street Trees

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- **Cooling effects** – in summer, temperature differences of 5 to 15 degrees in shade
- **Reduced energy costs** – due to cooling effects, energy bills can be reduced by 15-35%
- Save money on storm water/drainage infrastructure – **Trees absorb up to 60% of precipitation**, reducing need for costly storm water infrastructure maintenance or upgrades
- More business – Businesses on **tree-scaped streets show 12% higher income streams** on average
- **Improved air quality** – Street trees close to streets absorb 9 times more pollutants than distant trees
- Safety – **Trees can protect pedestrians** from vehicle collisions

# Designing for Urban Trees



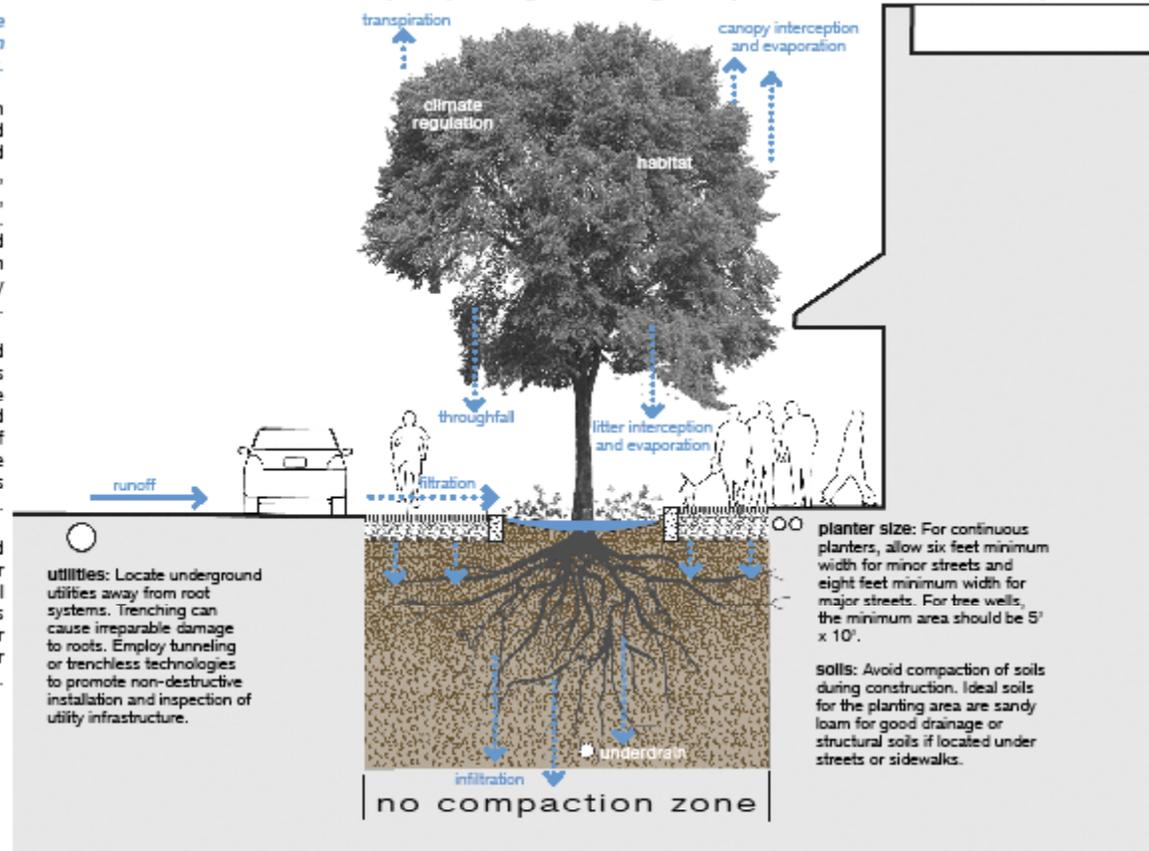
*Streets should be designed to accommodate tree root growth—the most critical factor in implementing tree lined streets.*

Healthy trees are essential components of green infrastructure and urban forestry. Shade trees planted along hard surfaces reduce the heat island effect and improve air quality. Besides functioning as carbon sinks, trees also reduce stormwater runoff through interception, evapotranspiration, throughfall, and flow attenuation. Trees help create a sense of place, reduce noise and glare, and provide a safety barrier for pedestrians from traffic, which is why neighborhood value is increased by their presence.

Trees vary in their growth requirements and rates based on the biological and physical conditions of the site. Trees should be chosen based on cold hardiness, mature size and shape, drought tolerance, rooting characteristics, and resistance to insect and disease problems. For a list of suitable urban trees, consult a local nursery or landscape design professional (also see 'Urban Trees for Zones 4-8' pp. 100-101).

The planting area should accommodate the anticipated root structure at maturity, ensuring absorption of water and nutrients. Remember that roots can extend well beyond the canopy of the tree. Spacing between trees should reflect species' crown size at maturity. With proper planning and care, street trees can live well beyond their average 13-year lifespan.

**Due to compaction and poor planning the average lifespan of an urban tree is 13 years.**



# Green Infrastructure



# Green Infrastructure



12th Avenue -Portland,OR - Photo by City of Portland, Environmental Services

# Context-Appropriate Permeable Pavement



# Context-Appropriate Permeable On-Street Parking



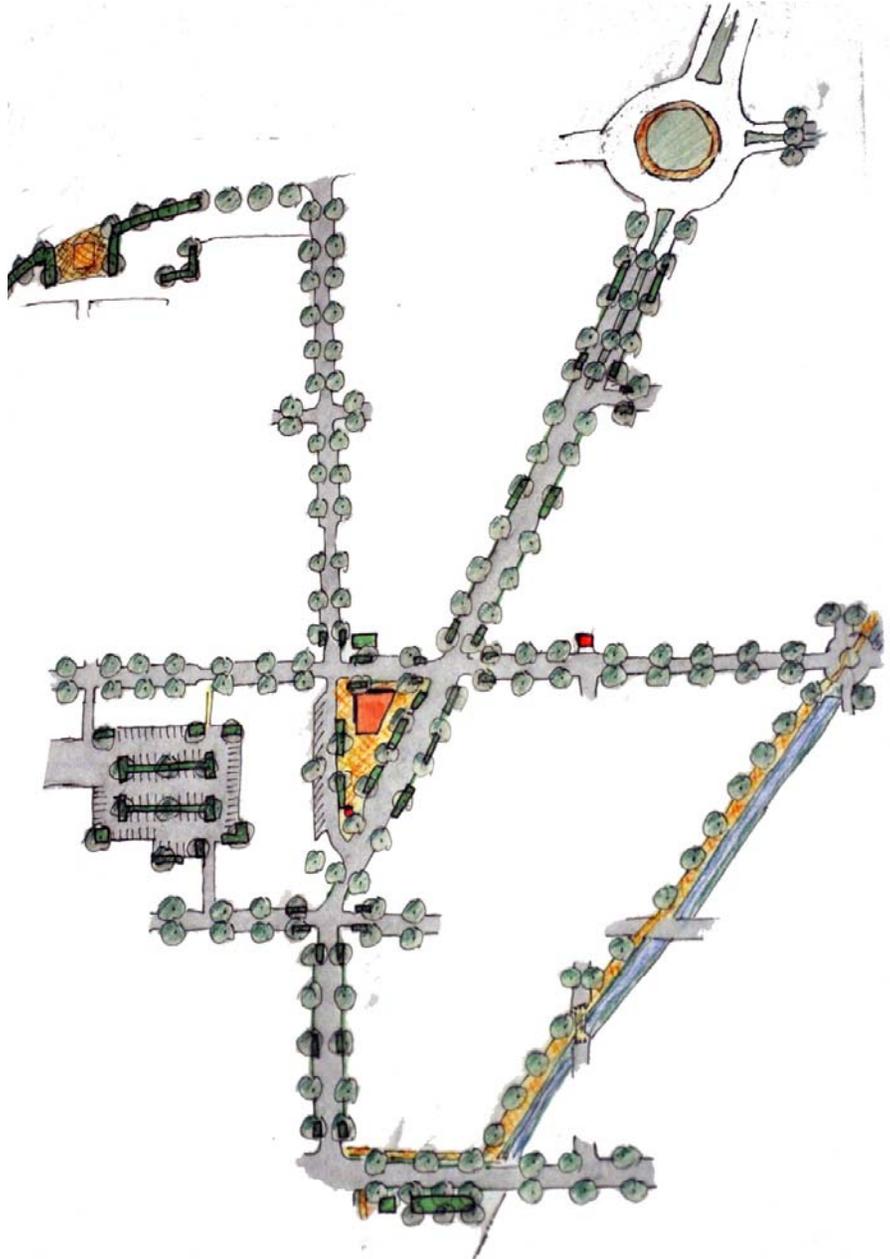
Photo: Josh Martin



# Green Infrastructure Network



# Green Infrastructure Network



**Green  
Infrastructure:  
Demonstration  
Projects**



**Green  
Infrastructure:  
Demonstration  
Projects**



## Next Steps

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- Please stay **tonight** for Questions and Discussion
- Finalize needs assessment through **March**
- **Revise drawings** based on tonight's input and any other input received over the next few weeks.
  
- Additional Comments or Questions:
  - Jenifer Holland, City of North Little Rock  
*Email:* [Jholland@nlr.ar.gov](mailto:Jholland@nlr.ar.gov)  
*Phone:* (501) 975-8834

More Info: [www.imaginecentralarkansas.org](http://www.imaginecentralarkansas.org)



# Levy + Park Hill Conceptual Plans

North Little Rock

October 27, 2014

GATEWAYPLANNING  
A VIALTA GROUP PARTNER



METROPLAN  
SMART PLANNING MAKES SMART PLACES.



IMAGINE  
CENTRAL  
ARKANSAS  
Plan Smart. Live Smart.



Horsley Witten Group  
Sustainable Environmental Solutions

# Presentation Overview

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- Why Jump Start?
  - *Imagine Central Arkansas, Jump Start*
- What are the elements?
  - *Development, Economics & Policy*
- How does it get started?
  - *Setting the Strategies, Action Items and Performance Measures for successful implementation*

## Why Jump Start?

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*“The United States was founded on a wide open landscape. Today, we find ourselves pioneers once again, but instead of westward expansion, our great riches will be found by capturing the enormous lost value trapped in our existing places.”*

### **THE NEXT AMERICAN URBANISM**

<http://transformplace.wordpress.com/the-next-american-urbanism/>



## Jump Start and the Next American Urbanism

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### Jump Start Initiative will:

- **Implement the Imagine Central Arkansas' Regional 2040 Long Range Plan**
- **Focus on building local capacity to create positive and sustainable growth**
- **Build development patterns that promote local and sustainable market factors**
- **Harness and grow local funding** capacity to continue sustainable growth
- **Generate a framework and business model** describing how new development and redesigned infrastructure can generate long-term economic growth
- **Produce a replicable process** that can be utilized in similar contexts and grow the pie for neighboring communities

## What are the elements?

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*“Sprawl development patterns are not the problem. [Developers are] merely responding to demand in the marketplace for separated and isolated land uses. But not everyone wants to live in that environment; even in the suburbs, many people want to live in walkable urban neighborhoods.”*

### **THE NEXT AMERICAN URBANISM**

<http://transformplace.wordpress.com/the-next-american-urbanism/>

# The Golden Triangle of Sustainable Development

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## ■ Development

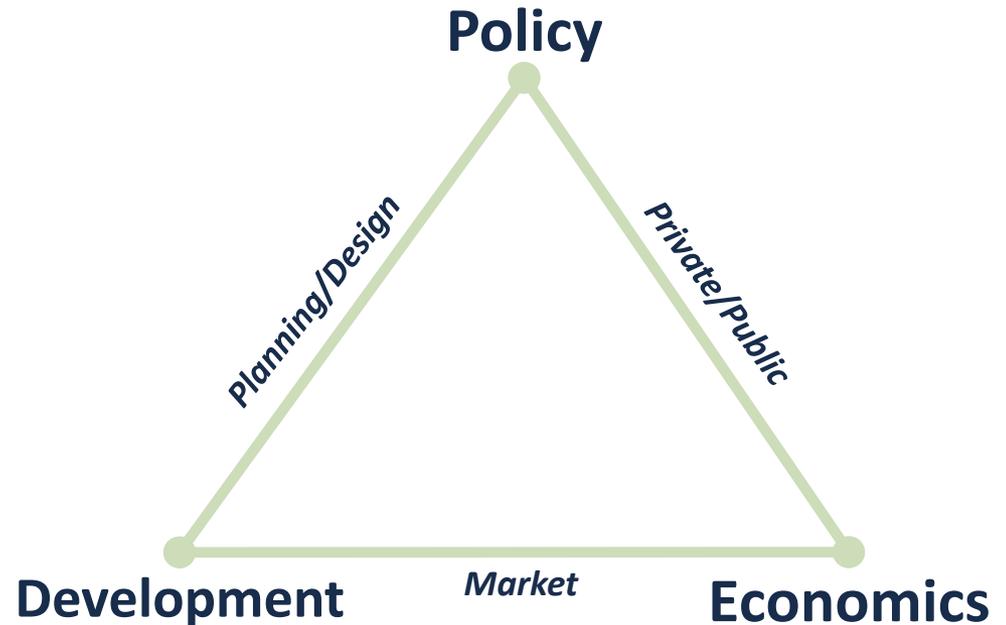
- Physical concepts
- Catalytic projects

## ■ Economics

- Feasibility analysis
- Return on investment
- Public private partnerships  
(Chambers, local banks, Merchants Associations)

## ■ Policy

- Zoning and regulatory framework
- Improved decision-making and other processes
- Minimizing barriers



## Development – Building the Vision

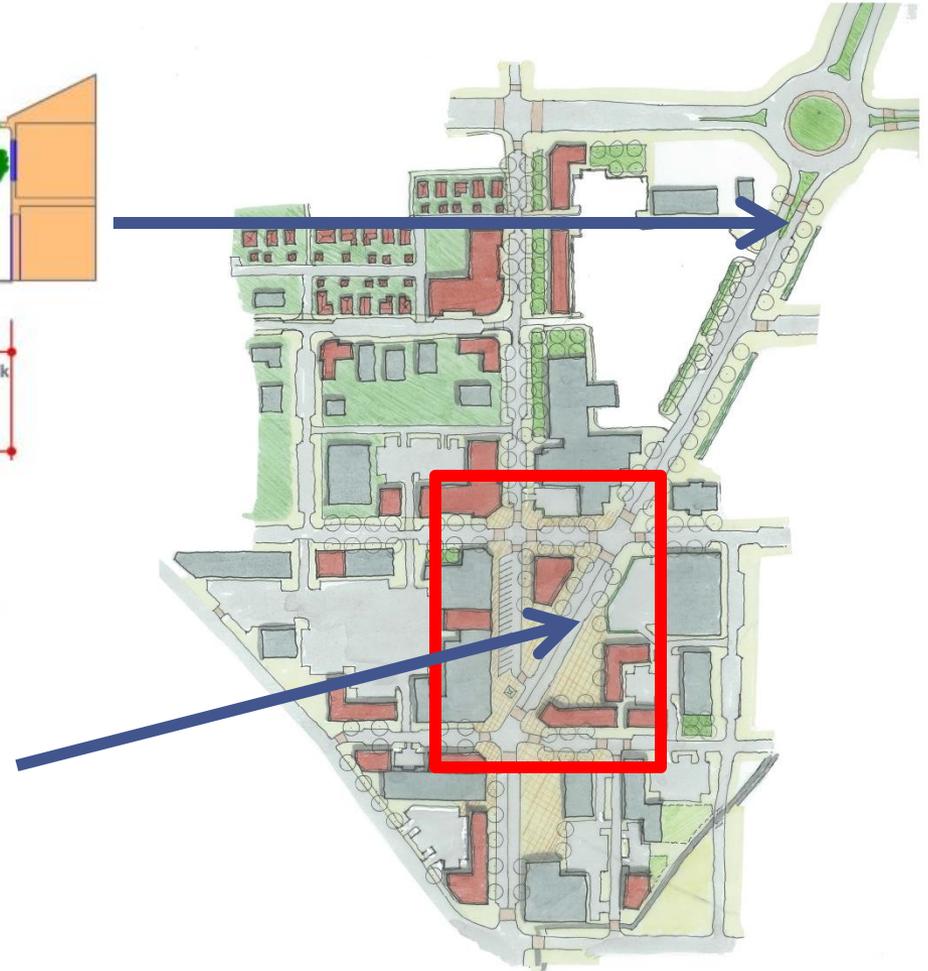
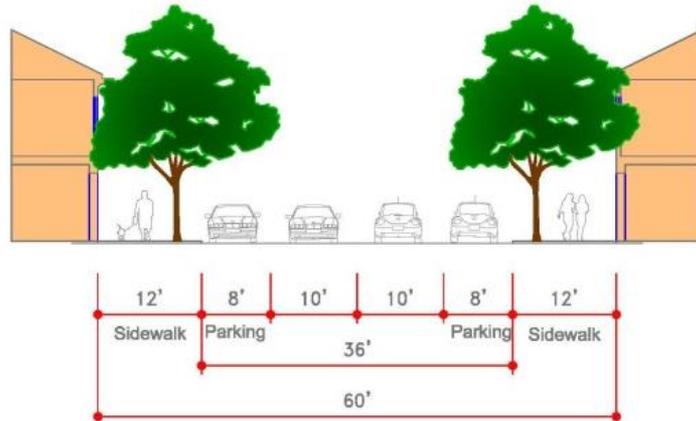
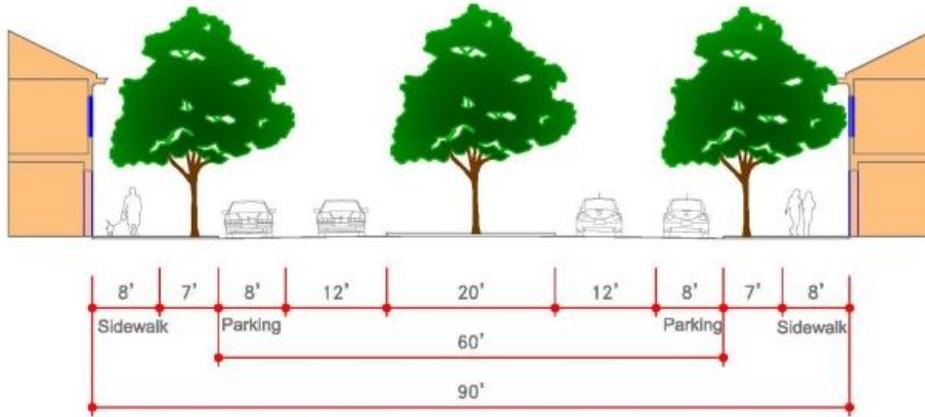
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- Detailed media and public involvement plan
- Facilitator training
- Pre-Workshop Stakeholder meetings
- Visioning Workshop
- Walking audits
- Design workshop
- Concept public meeting
- Open Houses



## WHAT ARE THE ELEMENTS?

# Development – Levy Conceptual Plan



WHAT ARE THE ELEMENTS?

# Development – Levy Conceptual Plan



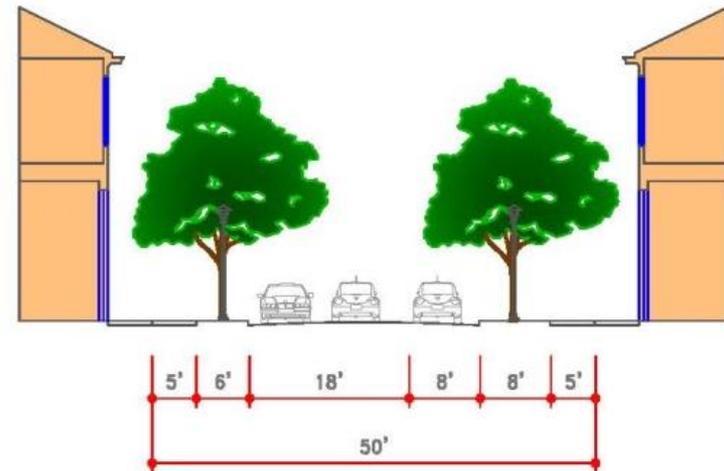
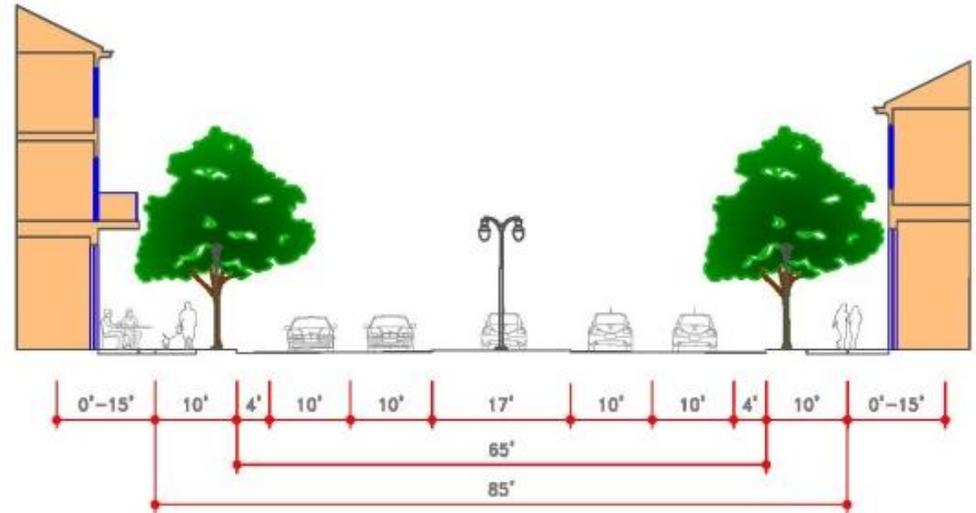
WHAT ARE THE ELEMENTS?

# Development – Levy Conceptual Plan



## WHAT ARE THE ELEMENTS?

# Development – Park Hill Conceptual Plan



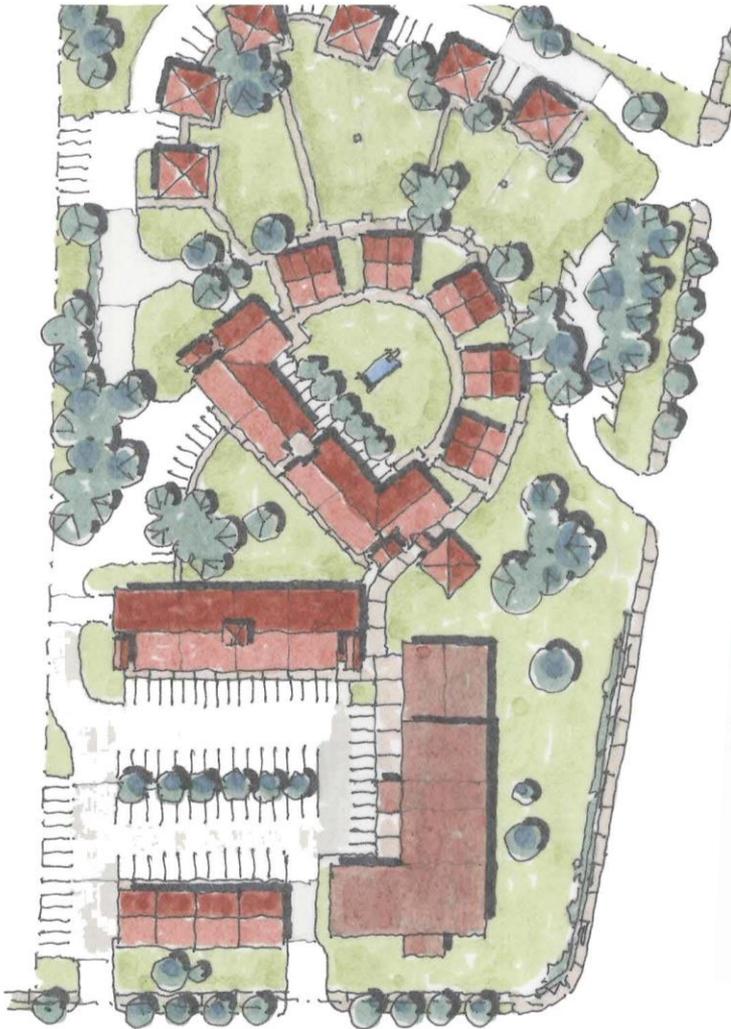
WHAT ARE THE ELEMENTS?

# Development – Park Hill Conceptual Plan



## WHAT ARE THE ELEMENTS?

# Development – Park Hill Conceptual Plan



\*Original Plan currently being refined to incorporate existing large format retail

WHAT ARE THE ELEMENTS?

## Development – Park Hill Conceptual Plan



# Economics – Levy Concept Test

**Public Investment**  
necessary to catalyze  
development



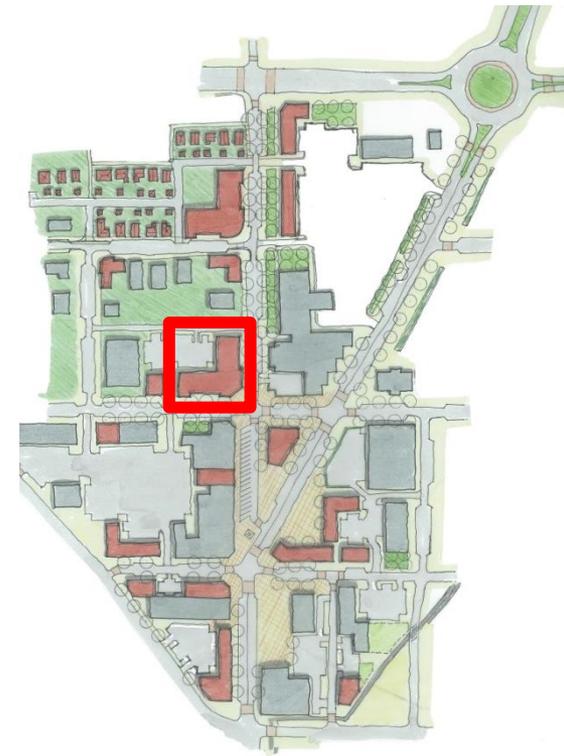
**Private Investment**  
into a catalytic  
development

**Public  
Investment**  
\$2,100,000



## Private Development Potential – 1 Block

- 9,000 square feet of retail (3 restaurants at 3,000 square feet)
- 10,000 square feet of office (5 small business offices at 2,000 square feet)



## WHAT ARE THE ELEMENTS?

# Economics – Levy Concept Test

## Private Pro Forma Analysis

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Year 11	Year 12	Year 13	Year 14	Year 15
<b>Net Operating Income</b>															
Multi family	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-
For-sale Housing	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-
Office/Commercial	\$-	\$132,119	\$136,537	\$140,892	\$145,184	\$149,410	\$153,568	\$158,582	\$162,598	\$168,394	\$173,186	\$177,900	\$183,459	\$188,935	\$194,325
Retail	\$-	\$103,065	\$105,771	\$108,437	\$111,062	\$114,507	\$117,046	\$119,541	\$122,853	\$126,119	\$129,336	\$132,505	\$135,623	\$138,690	\$142,567
Hotel	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-
Structured Parking	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-
<b>Total NOI</b>	<b>\$-</b>	<b>\$235,184</b>	<b>\$242,308</b>	<b>\$249,329</b>	<b>\$256,246</b>	<b>\$263,917</b>	<b>\$270,614</b>	<b>\$278,123</b>	<b>\$285,451</b>	<b>\$294,513</b>	<b>\$302,523</b>	<b>\$310,405</b>	<b>\$319,083</b>	<b>\$327,625</b>	<b>\$336,893</b>

<b>Development Costs</b>															
Multi family	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-
For-sale Housing	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-
Office/Commercial	\$1,355,000	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-
Retail	\$1,045,350	\$107,532	\$73,894	\$50,778	\$34,894	\$23,978	\$16,477	\$11,323	\$7,781	\$5,347	\$3,674	\$2,525	\$1,735	\$1,192	\$819
Hotel	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-
Structured Parking	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-
Other Infrastructure (1)	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-
<b>Total Development Costs</b>	<b>\$2,400,350</b>	<b>\$107,532</b>	<b>\$73,894</b>	<b>\$50,778</b>	<b>\$34,894</b>	<b>\$23,978</b>	<b>\$16,477</b>	<b>\$11,323</b>	<b>\$7,781</b>	<b>\$5,347</b>	<b>\$3,674</b>	<b>\$2,525</b>	<b>\$1,735</b>	<b>\$1,192</b>	<b>\$819</b>

<b>Annual Cash Flow</b>																
Net Operating Income	\$-	\$235,184	\$242,308	\$249,329	\$256,246	\$263,917	\$270,614	\$278,123	\$285,451	\$294,513	\$302,523	\$310,405	\$319,083	\$327,625	\$336,893	
Total Asset Value@	10%														\$3,368,928	
Total Costs of Sale (2) @	5%														\$(168,446)	
Total Development Costs		\$(2,400,350)	\$(107,532)	\$(73,894)	\$(50,778)	\$(34,894)	\$(23,978)	\$(16,477)	\$(11,323)	\$(7,781)	\$(5,347)	\$(3,674)	\$(2,525)	\$(1,735)	\$(1,192)	\$(819)
<b>Net Cash Flow</b>		<b>\$(2,400,350)</b>	<b>\$127,652</b>	<b>\$168,414</b>	<b>\$198,551</b>	<b>\$221,352</b>	<b>\$239,939</b>	<b>\$254,136</b>	<b>\$266,800</b>	<b>\$277,671</b>	<b>\$289,166</b>	<b>\$298,848</b>	<b>\$307,880</b>	<b>\$317,348</b>	<b>\$326,433</b>	<b>\$3,536,555</b>

Net Present Value @ 10% \$169,861.2

Unleveraged 10.9% IRR:

(1) Other Infrastructure costs are not allocated among each of the uses. The project net present value is therefore less than the sum of the net present values for the individual uses.

# Economics – Levy Concept Test

## Public Return on Investment

Fiscal Impact										
	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
Retail Sales	\$8,880,000	\$9,146,400	\$9,420,792	\$9,703,416	\$9,994,518	\$10,294,354	\$10,603,184	\$10,921,280	\$11,248,918	\$11,586,386
Property Value	\$5,397,400	\$4,848,622	\$8,667,481	\$8,927,505	\$9,195,330	\$9,471,190	\$9,755,326	\$10,047,986	\$10,349,425	\$10,659,908
Sales Tax	\$88,800.00	\$91,464	\$94,208	\$97,034	\$99,945	\$102,944	\$106,032	\$109,213	\$112,489	\$115,864
Ad Valorem	\$26,987.00	\$24,243	\$43,337	\$44,638	\$45,977	\$47,356	\$48,777	\$50,240	\$51,747	\$53,300
A&P Tax	\$39,960.00	\$41,158.80	\$42,393.56	\$43,665.37	\$44,975.33	\$46,324.59	\$47,714.33	\$49,145.76	\$50,620.13	\$52,138.74
<b>Total</b>	<b>\$155,747</b>	<b>\$156,866</b>	<b>\$179,939</b>	<b>\$185,337</b>	<b>\$190,897</b>	<b>\$196,624</b>	<b>\$202,523</b>	<b>\$208,598</b>	<b>\$214,856</b>	<b>\$221,302</b>

Return on Investment											
	Construction Year 0	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
Capital Contribution	-\$2,100,000.00										
Net Cash Flow	-\$2,100,000.00	\$155,747	\$156,866	\$179,939	\$185,337	\$190,897	\$196,624	\$202,523	\$208,598	\$214,856	\$221,302
Net Cash Flow with Terminal Value	-\$2,100,000.00	\$155,747	\$156,866	\$179,939	\$185,337	\$190,897	\$196,624	\$202,523	\$208,598	\$214,856	\$6,702,293

Investment Performance	
<b>IRR</b>	<b>18%</b>
<b>NPV</b>	<b>\$2,900,953</b>
Payback Year	

Assumptions	
Fiscal Impact Growth (After Year 10)	0.025
Discount Rate	0.06

**Catalyzed mixed-use development  
can return investment back  
to the City over time**

# Economics –Park Hill Concept Test

**Public Investment**  
necessary to catalyze  
development



**Private Investment**  
into a catalytic  
development

**Public  
Investment**  
\$3,000,000



## Private Net New Development Potential – Shopping Center

- 45 Apartment Units (850 square feet each)
- 14,000 square feet of retail  
(3-4 restaurants at 3,000-4,000 square feet)
- 19,000 square feet of office  
(10 small business offices at 2,000 square feet)



## WHAT ARE THE ELEMENTS?

# Economics –Park Hill Concept Test

## Private Pro Forma Analysis

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Year 11	Year 12	Year 13	Year 14	Year 15
<b>Net Operating Income</b>															
Multi family	\$-	\$341,697	\$351,948	\$362,506	\$373,382	\$384,583	\$396,120	\$408,004	\$420,244	\$432,852	\$445,837	\$459,212	\$472,989	\$487,178	\$501,794
For-sale Housing	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-
Office/Commercial	\$-	\$231,574	\$239,317	\$246,951	\$254,474	\$261,881	\$269,168	\$277,958	\$284,997	\$295,156	\$303,555	\$311,817	\$321,562	\$331,160	\$340,607
Retail	\$-	\$259,193	\$265,999	\$272,703	\$279,303	\$287,969	\$294,354	\$300,627	\$308,957	\$317,169	\$325,262	\$333,230	\$341,072	\$348,785	\$358,536
Hotel	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-
Structured Parking	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-
<b>Total NOI</b>	<b>\$-</b>	<b>\$832,464</b>	<b>\$857,264</b>	<b>\$882,161</b>	<b>\$907,159</b>	<b>\$934,433</b>	<b>\$959,643</b>	<b>\$986,589</b>	<b>\$1,014,198</b>	<b>\$1,045,177</b>	<b>\$1,074,654</b>	<b>\$1,104,260</b>	<b>\$1,135,623</b>	<b>\$1,167,123</b>	<b>\$1,200,937</b>

<b>Development Costs</b>															
Multi family	\$4,830,000	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-
For-sale Housing	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-
Office/Commercial	\$2,375,000	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-
Retail	\$2,628,900	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-
Hotel	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-
Structured Parking	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-
Other Infrastructure (1)	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-
<b>Total Development Costs</b>	<b>\$7,458,900</b>	<b>\$-</b>													

<b>Annual Cash Flow</b>															
Net Operating Income	\$-	\$832,464	\$857,264	\$882,161	\$907,159	\$934,433	\$959,643	\$986,589	\$1,014,198	\$1,045,177	\$1,074,654	\$1,104,260	\$1,135,623	\$1,167,123	\$1,200,937
Total Asset Value@ 10%															\$12,009,368
Total Costs of Sale (2) @ 5%															\$ (600,468)
Total Development Costs	<u>\$(7,458,900)</u>	<u>\$-</u>	<u>\$-</u>	<u>\$-</u>	<u>\$-</u>	<u>\$-</u>	<u>\$-</u>	<u>\$-</u>							
<b>Net Cash Flow</b>	<b>\$(7,458,900)</b>	<b>\$832,464</b>	<b>\$857,264</b>	<b>\$882,161</b>	<b>\$907,159</b>	<b>\$934,433</b>	<b>\$959,643</b>	<b>\$986,589</b>	<b>\$1,014,198</b>	<b>\$1,045,177</b>	<b>\$1,074,654</b>	<b>\$1,104,260</b>	<b>\$1,135,623</b>	<b>\$1,167,123</b>	<b>\$12,609,836</b>

Net Present Value @ 10% \$2,413,782.4

**Unleveraged IRR: 14.1%**

WHAT ARE THE ELEMENTS?

# Economics –Park Hill Concept Test

## Public Return on Investment

Fiscal Impact										
	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
Retail Sales	\$5,010,000	\$5,160,300	\$5,315,109	\$15,212,562	\$15,668,939	\$16,139,007	\$16,623,178	\$17,121,873	\$17,635,529	\$18,164,595
Property Value	\$6,118,500	\$13,220,455	\$13,617,069	\$24,358,431	\$25,089,184	\$25,841,859	\$26,617,115	\$27,415,628	\$28,238,097	\$29,085,240
Sales Tax	\$50,100.00	\$51,603	\$53,151	\$152,126	\$156,689	\$161,390	\$166,232	\$171,219	\$176,355	\$181,646
Ad Valorem	\$30,592.50	\$66,102	\$68,085	\$121,792	\$125,446	\$129,209	\$133,086	\$137,078	\$141,190	\$145,426
A&P	\$22,545.00	\$23,221.35	\$23,917.99	\$68,456.53	\$70,510.23	\$72,625.53	\$74,804.30	\$77,048.43	\$79,359.88	\$81,740.68
<b>Total</b>	<b>\$103,238</b>	<b>\$140,927</b>	<b>\$145,154</b>	<b>\$342,374</b>	<b>\$352,646</b>	<b>\$363,225</b>	<b>\$374,122</b>	<b>\$385,345</b>	<b>\$396,906</b>	<b>\$408,813</b>

Return on Investment											
	Construction Year 0	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
Capital Contribution	-\$3,000,000.00										
Net Cash Flow	-\$3,000,000.00	\$103,238	\$140,927	\$145,154	\$342,374	\$352,646	\$363,225	\$374,122	\$385,345	\$396,906	\$408,813
Net Cash Flow with Terminal Value	-\$3,000,000.00	\$103,238	\$140,927	\$145,154	\$342,374	\$352,646	\$363,225	\$374,122	\$385,345	\$396,906	\$12,381,188

Investment Performance	
<b>IRR</b>	<b>20%</b>
<b>NPV</b>	<b>\$5,774,563</b>
Payback Year	

Assumptions	
Fiscal Impact Growth (After Year 10)	0.025
Discount Rate	0.06

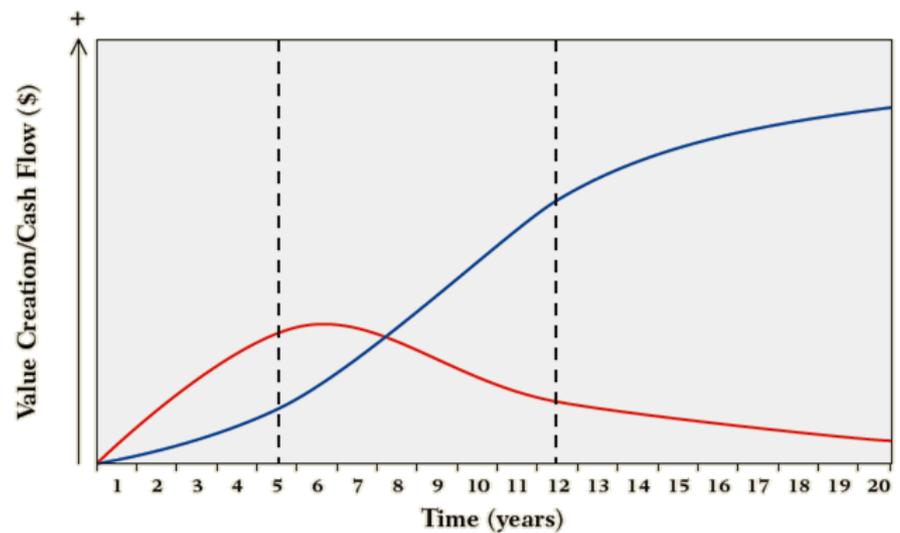
**Catalyzed mixed-use development can return investment back to the City over time**

## Policy – Setting up the Zoning

### Key Zoning Policy Attributes:

- Focus on the **Form and Placemaking** attributes for zoning
- Successful zoning will create **flexibility for developers**, but establish **predictability for the community**
- **Sustaining value is a key outcome**
- **Be realistic about the market** and what development can sustain

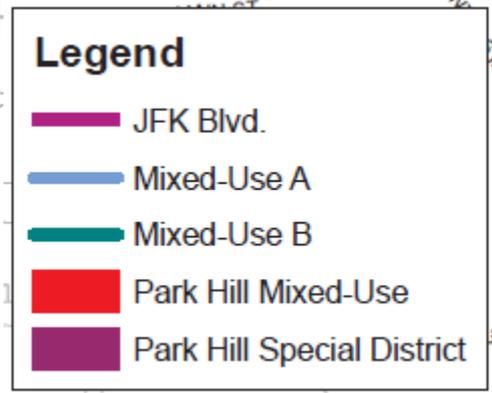
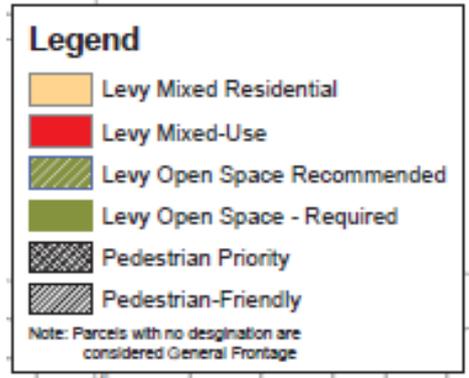
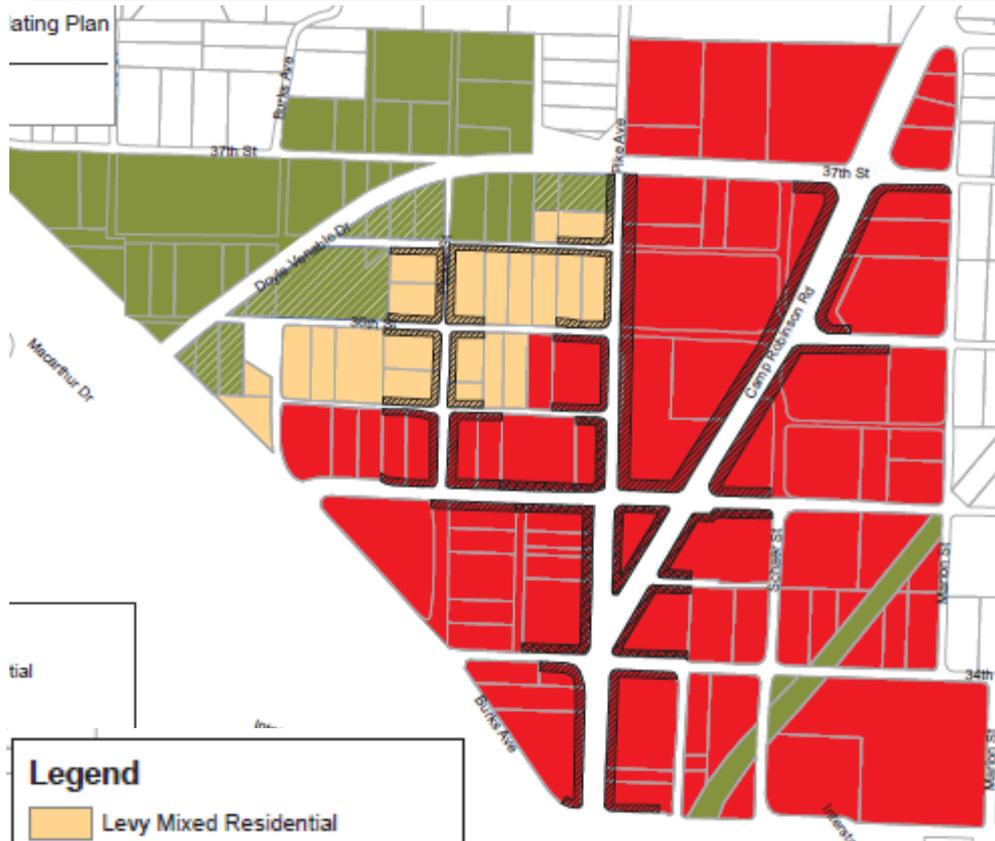
Financial Characteristics of Downtowns with Critical Mass (Blue) versus Suburban Development (Red)



Source: Christopher B. Leinberger, Arcadia Land Co. and Robert Charles Lesser & Co.

# WHAT ARE THE ELEMENTS?

## Policy - Proposed Zoning



## Policy - Elements of the Zoning

---

### Structure of the Code

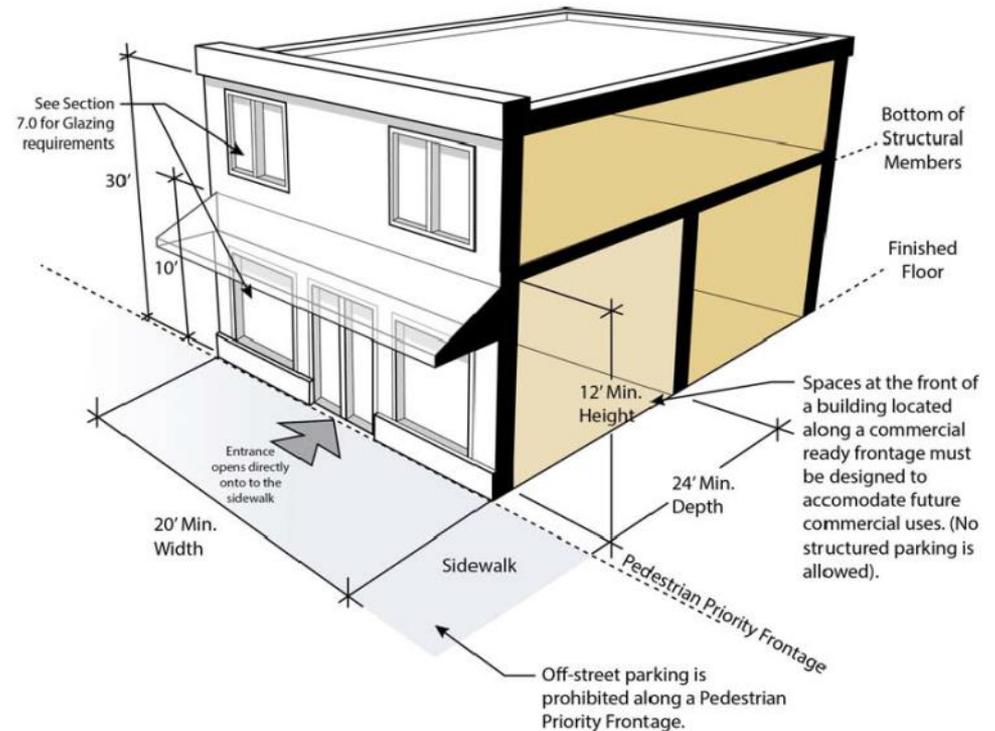
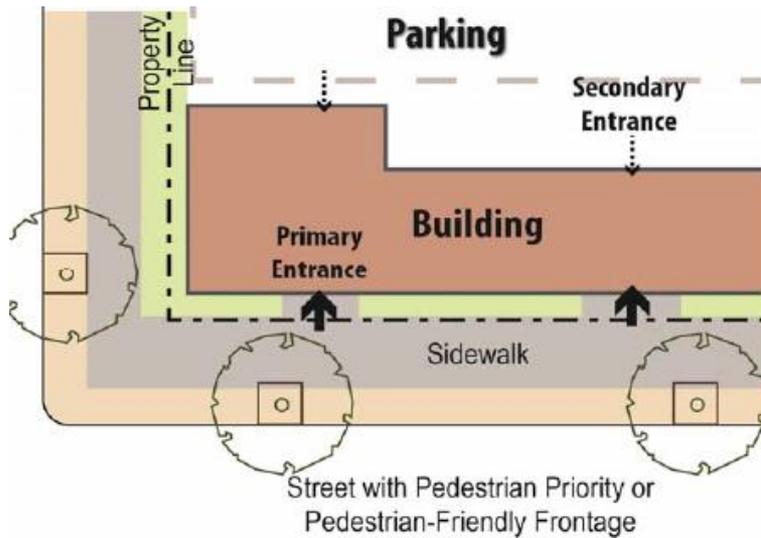
- Introduction
- Base Zoning
- Components of the Code
- Administration
- Definitions

### Design and Development

- Building and Site Development Standards
- Building Design
- Street Design
- Streetscape / Landscape
- Open Space Standards

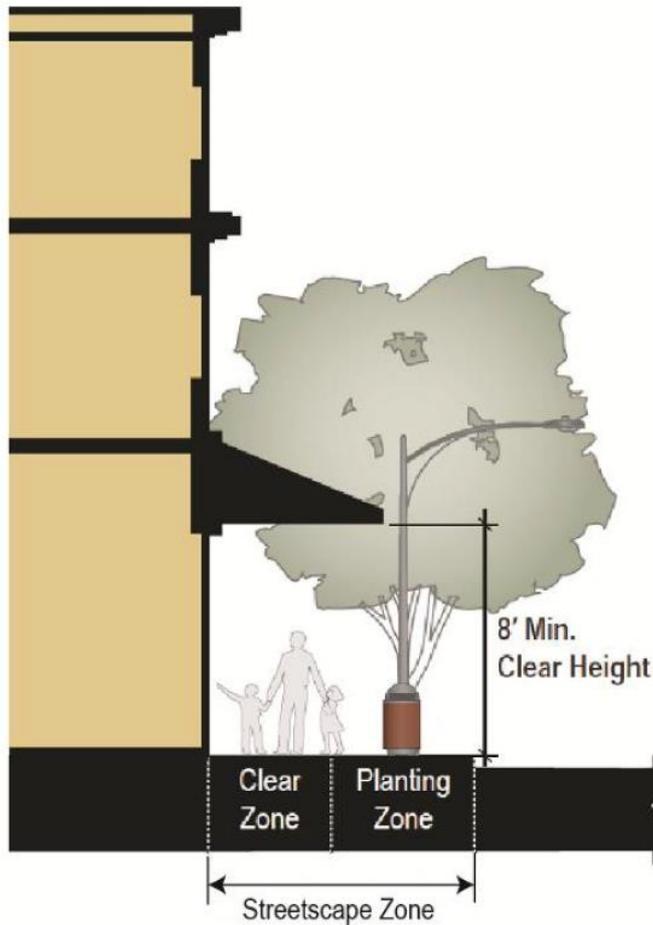
# Policy – Zoning Key Concepts

Utilizes diagrams to explain intent



# Policy – Zoning Key Concepts

Focus on the relationship between the public and private realm



# Policy – Zoning Key Concepts

Embeds the key design elements through metrics

Façade Frontage Type →	Pedestrian Priority Frontage	Pedestrian Friendly	General Frontage
<b>Commercial Use or Mixed Use Buildings</b>			
Ground Floor	40% (min.)	25% (min.)	None req'd
Upper Floor(s)	25% (min.)	15% min)	None req'd
<b>Residential Use Buildings</b>			
Ground Floor	25% (m		
Upper Floor(s)	15% (m		



## Policy – Public Policy Alignment

---

### ■ Infrastructure

- Complete Streets – policies and design guidelines
- Green Infrastructure Features
- Safe Routes to Schools
- Arkansas Highway and Transportation Department (DOT) Standards

### ■ Housing

- Housing diversity
- Coordinating different funds (CDBG, HOME, LIHTC, etc.)

### ■ Public/Private Partnerships

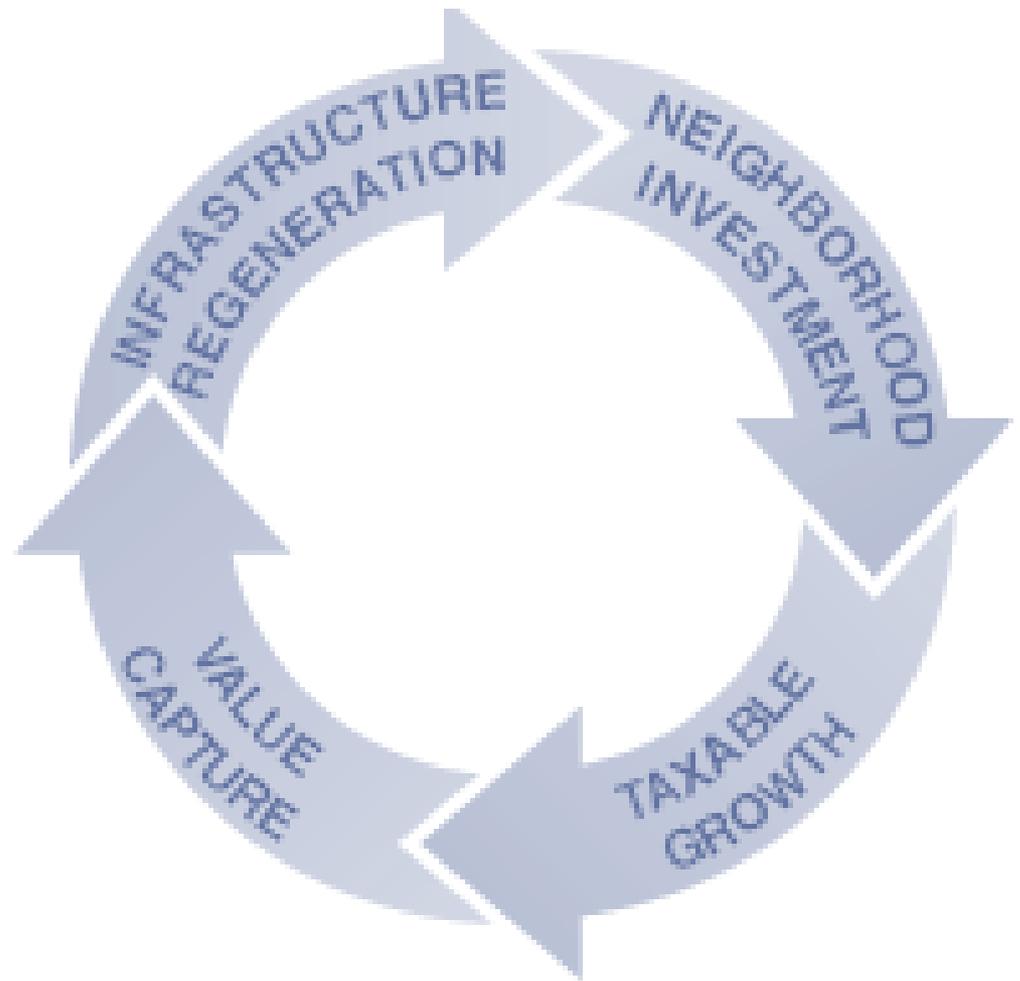
- Joint Development opportunities
- Gap financing/Loan Guarantees
- Façade and Building Enhancement Programs
- Merchants Associations

Build up and  
maintain your  
**Implementation  
Coalition**

## Align policies to implement the Virtuous Cycle

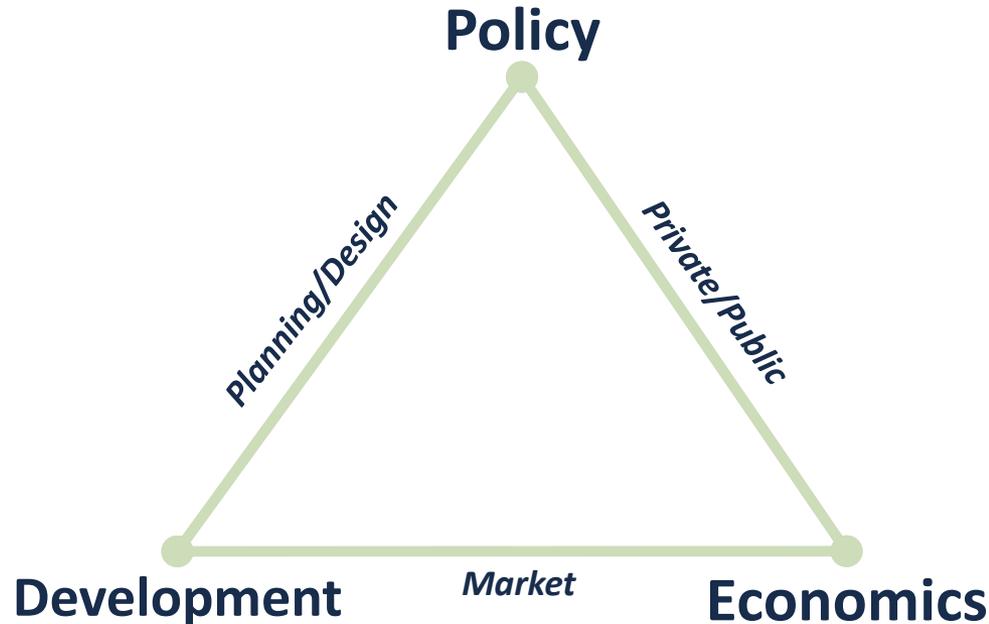
---

With a conscious effort to align our implementation and redevelopment efforts with this **Virtuous Cycle of Reinvestment**, sustainable economies will thrive.



## How does it get started?

---



*“In order to affect change in the way the built environment is created, one must first understand the relationships that exist between the governing elements that control how the built environment comes together.”*

Michael Hathorne

<http://transformplace.wordpress.com>

## PLANNING AND DESIGN – Adopting Key Policies and Plans

---

**The first steps are challenging, but the most important:**

- **Adopt the Zoning and Implementation Plans**
- Write and enact city-wide legislative policies that will **guide sustainable development**
- **Create relationships** with key local, regional and federal groups that will help source funding
- Focus on one area to make it completely successful, then move on to adjacent areas, **grow the pie incrementally**
- **Ultimately: TRACK PERFORMANCE**

## PLANNING AND DESIGN – Performance Measures (PM)

---

### PM Framework

- Customized framework for each plan
- Connects federal (FSI), regional, and project goals
- Implementation strategies connected to performance measures
- Variety of output and outcome measures

OUTPUTS	VS.	OUTCOMES
Local government's ability to influence is greater		Reflects completion of investments and on-the-ground changes
<i>Examples:</i> <ul style="list-style-type: none"><li>• Adoption of the mandatory form-based code</li><li>• Creation of a loan guarantee program</li></ul>		<i>Examples:</i> <ul style="list-style-type: none"><li>• Amount of private investment in mixed use development</li><li>• Change in mode share</li></ul>

# PLANNING AND DESIGN – Example: Transportation PMs

Federal Flagship Sustainability Indicators (FSIs)	Central Arkansas Livability Index Indicators (Metroplan)	Project-Level Performance Measures – Outputs	Supported Regional Outcome <small>* Can also be measured at project Level</small>
<ul style="list-style-type: none"> <li>Percentage of workers commuting via walking, biking, transit, or rideshare</li> </ul>	<ul style="list-style-type: none"> <li>Average VMT per capita</li> <li>Average WalkScore</li> <li>Percentage of population near (0.5 mile) a bike route</li> <li>Number of roadway fatalities per 100,000 residents</li> <li>Miles of paved trails per 100,000 residents</li> </ul>	<ul style="list-style-type: none"> <li>Implementation of a SRTS pilot program</li> <li>Enactment of a Complete Streets ordinance</li> <li>Percentage of projects that incorporate complete streets features</li> <li>Number of walk- or bike-to school events held</li> </ul>	<ul style="list-style-type: none"> <li>*Higher percentage of workers commuting via bike/ped/transit</li> <li>*Higher average WalkScore</li> <li>Lower average daily VMT per capita</li> <li>*Decrease in number of roadway fatalities</li> <li>*<i>Local only</i>: Increase in number of miles of biking facilities in project area</li> </ul>

## PUBLIC/PRIVATE PARTNERSHIPS – Local Investment First

---

### Key strategies to activating a place:

- Look **local first**
- Align the plan and the policy to **reflect reality** - get local, experienced developer buy-in
- **Don't expect a "silver bullet" option**, synergy between all parts is necessary for success in any development
- **Start small and build momentum**
- **Don't discount any option**, thoroughly test it before you dismiss it

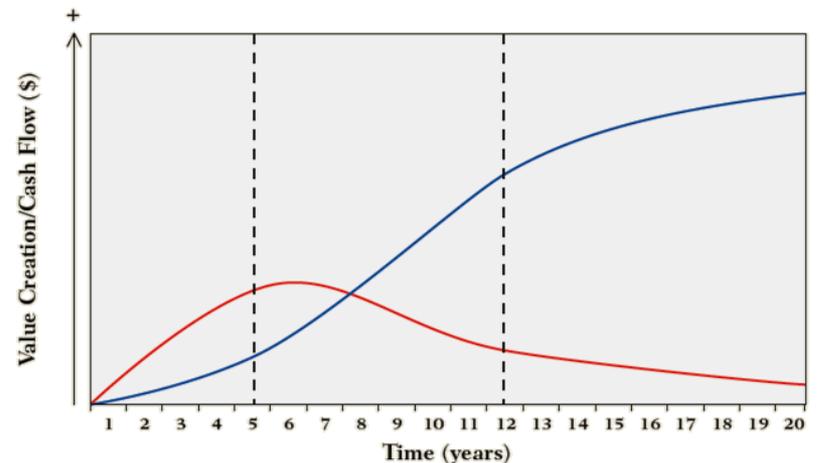
## PUBLIC/PRIVATE PARTNERSHIPS – Public Investment

### City needs to make business-like decisions

- Conduct due diligence process before investment is made in a project
  - Check **references**
  - Ask for **pro-forma** analysis
  - Expect a reasonable **return on investment**
  - Prepare a **business plan** for every investment made and an exit strategy in case of failure
- Stay on track for value creation and the Virtuous Cycle of Reinvestment



Financial Characteristics of Downtowns with Critical Mass (Blue) versus Suburban Development (Red)



Source: Christopher B. Leinberger, Arcadia Land Co. and Robert Charles Lesser & Co.

## MARKET – Build Partnerships

---

### **Strategic Partners are already in your town:**

- **Local banks will support local development, if the City does too!**
  - Local infrastructure investment
  - City gap financing
  - City good-faith and credit support for loan guarantees
  
- **Cities need regional support:**
  - Work with Metroplan and learn how they can help you
    - Help apply for state and federal funding
    - Potential to assemble JS projects to create a greater impact in the region

## MARKET – Build on the local market

---

**Don't focus on what you don't have;  
focus instead on what you do have!**

- **All planning processes should have market assessments**
  - Find the base absorption with the understanding that place builds greater markets for the area
  - Find your local anchors and support their success
  - Focus on placemaking where it makes sense for Market Drivers

## Next Steps and Discussion

---

- Submittal of Final Zoning Package and Implementation Action Plan
- Implementation Training with project leads
- **Adoption, Activation and Implementation!**

- Additional Comments or Questions:

- LEVY: Robert Voyles, City of North Little Rock

*Email: [RVoyles@nlr.ar.gov](mailto:RVoyles@nlr.ar.gov)*

*Phone: (501) 975-8834*

- PARK HILL: Bernadette Gunn Rhodes, North Little Rock Fit2Live Coordinator

*Email: [Brhodes@nlr.ar.gov](mailto:Brhodes@nlr.ar.gov)*

*Phone: (501) 975-8777*



More Info: [www.imaginecentralarkansas.org](http://www.imaginecentralarkansas.org)  
[www.tinyurl.com/jumpstartnlr](http://www.tinyurl.com/jumpstartnlr)

# MARKET ANALYSIS

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# Market Analysis

Levy

North Little Rock,  
Arkansas

# Market Analysis

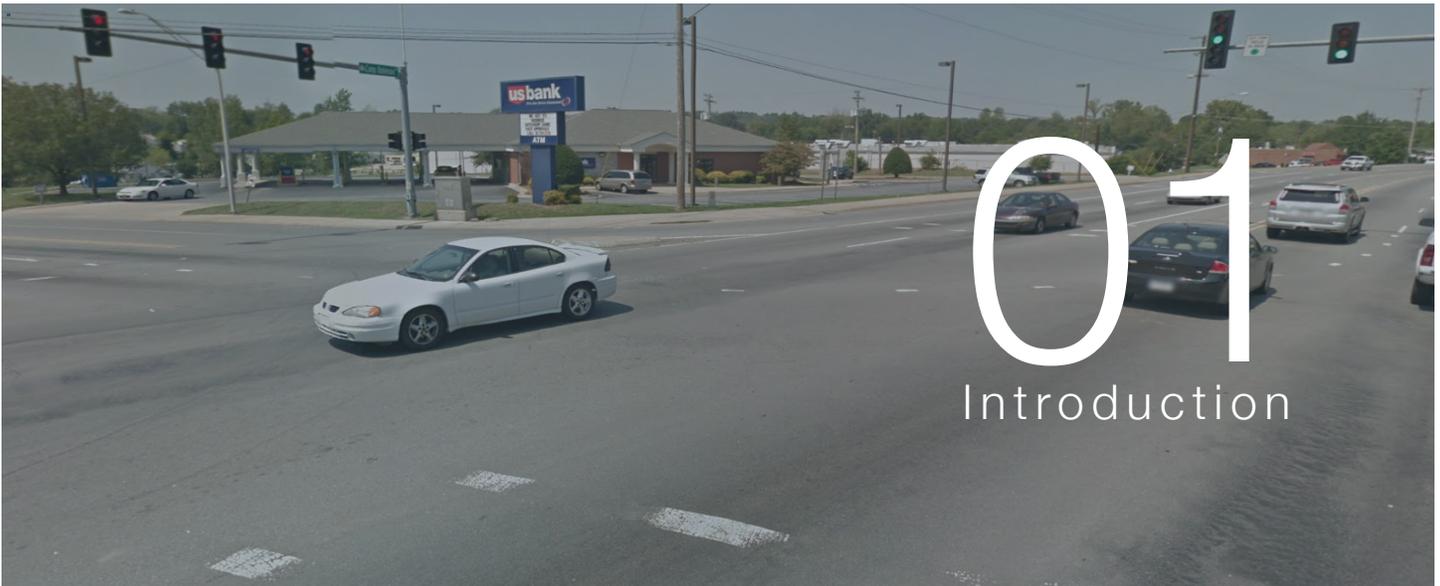
## Levy/North. Little Rock

**Prepared For:** The Imagine Central Arkansas Partners,  
Metroplan and City of North Little Rock.

**Prepared By:**

Catalyst Commercial, Inc., Dallas, Texas

Gateway Planning Group, Dallas, Texas



# The Arkansas State Economy is “on the high side of a slow growth scenario.”

**Dr. Michael Pakko**

**Chief Economist & State Economic Forecaster**

**Institute for Economic Advancement at the University of Arkansas at Little Rock**

## 1.1 Summary

### Background

The study area for the Levy Jumpstart Area market assessment is bounded by I40 to the South, 38th Street to the North, AR 365 to the West, and Marion Street to the East. As part of this effort, Catalyst reviewed the capacity for retail, office, and multi-family in the Levy Study Area. This Market Analysis is an initial assessment of local and regional market trends and projections. The purpose of this analysis is to understand current market conditions and provide a fact based/market based approach for planning efforts. Our process is to identify demand that can support long-term sustainability and product types that can inform a strategy to enhance the Levy Study Area.

As part of this process it is important to evaluate the historic, current, and projected demographic and employment conditions in the region, city, and the study area. The composition of the demographic base and employment base will greatly shape the propensity for additional growth in retail, office and residential. Dominant variables include population, household income, age distribution, ethnicity, commuter patterns, migration patterns, workforce population, and visitor generators.

### Residential Development Opportunity

Catalyst estimated the projected annual demand for multi-family housing products in the City of North Little Rock. The analysis included a review of the performance and characteristics of existing and planned supply of multi-family developments to forecast the market capture, product mix, and recommended price range. Our findings show multi-family demand is strong in North Little Rock with an occupancy of 84% in projects built over the last 10 years. Rent growth is favorable and our findings show capacity for some multi-family product in the Levy Jumpstart Area.

### Office Development Opportunities

Catalyst examined the general market outlook and potential for additional office inventory in the study area. Current and projected employment by industry was evaluated to identify the potential growth in office employment by type. The analysis included recent trends in inventory, vacancy, absorption, and pricing. The office market in North Little Rock overall is stagnant, but our findings show that this location could absorb some small office, likely integrated as part of a mixed use scenario.

### Retail Development Opportunity

Retail demand is generated from multiple drivers within North Little Rock. A majority of retail demand stems from the local residential population base. An often coined phrase is “retail follows rooftops.” Typically, the residential provides demand for up to 80% of local retail demand. Commuter traffic is also a source of additional retail demand. This demand is generated by commuters that drive by a location. A certain percentage of these commuters are potential consumers for convenience uses like restaurants. Area workforce is also a source of retail demand. Recent studies calculated the weekly spending patterns of workforce, specifically convenience items, dining and workforce related purchases. Visitors can also be a strong source of retail demand. This would come from local and non-local visitors that could provide additional retail demand. Other sources of demand would be from institutional uses, such as military bases, universities, and airports. There is opportunity from each of these demand drivers in the immediate vicinity of the study area.

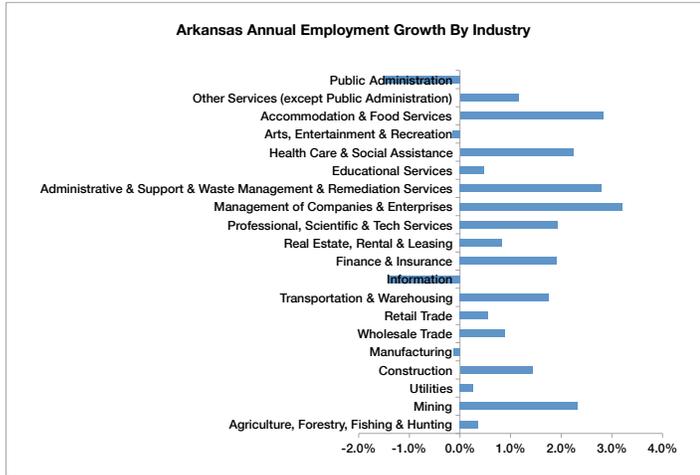
### About Arkansas

Arkansas has a diverse and active economy. As of 2010 Arkansas had a population of 2,950,000. Arkansas had a population gain of over 9.1% between 2000 - 2010. This equates to approximately 242,000 people. The per capita income of Arkansas is \$22,007 and the median household income is \$40,531. In 2010 the unemployment rate was 8.4%.

3

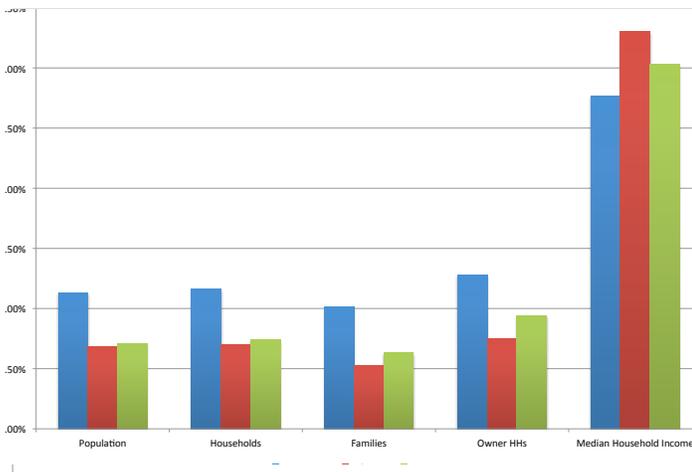
1 Introduction 2 Existing Conditions 3 Housing 4 Office 5 Retail

While the Arkansas economy has remained relatively stagnant in recent months, there are positive signs the state may experience steady economic growth in upcoming years. As of 2014, the Arkansas economy gained nearly 14,000 jobs year-over-year, an annual growth rate of 1.2%. The unemployment rate is down to 7.5% from a high of 8.0% since January 2011. Employment increased in several sectors including professional and business services, leisure and hospitality, education and health, and construction. Year-to-date home sales were 11.8% higher than in 2012, and home prices in Arkansas grew by 9.5% since the second quarter of



(Source: BLS)

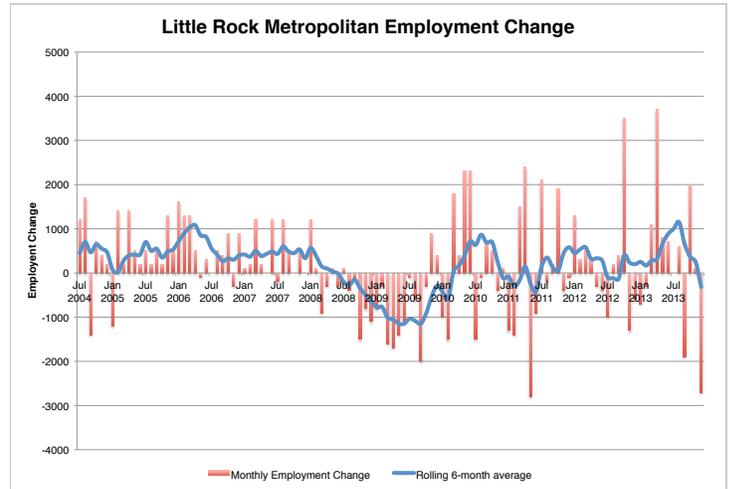
2011. Arkansas is projected to experience 2.3% real GDP growth in 2014 and 3% growth in 2015, compared to 2.3% and 2.8% growth for the nation. Both the population and households in Arkansas are projected to grow less than 1% annually. Household income will grow at nearly 3% annually.



(Source: ESRI)

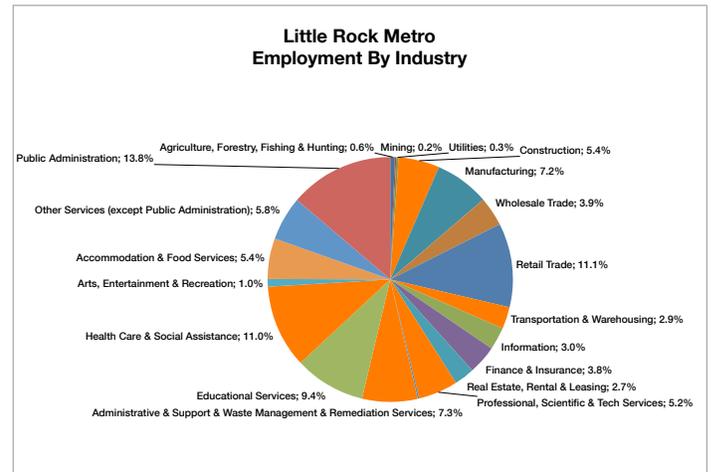
### Little Rock MSA

The Central Arkansas Region continues to experience slow and steady growth. The metro area unemployment rate is 6.8%, which is .7% lower than the state rate and .3% lower than the national rate. The Little Rock metro area gained 1,100 jobs, a 5% increase, year-over-year since November 2012. The local area has experienced job losses in the public sector, information sector, and wholesale trade. The sectors that experienced the strongest job growth are distribution and warehousing, retail trade, and educational health services.



(Source: ESRI)

The metro area is expected to experience similar population growth trends experienced over the past decade. The metro area population grew by 21,800 (3.1%) since 2010, and is projected to increase by an additional 166,000 (25%) by 2030. With migration rates slowing, natural increases will play a major role in population change.



(Source: BLS)



## 2.1 Demographics

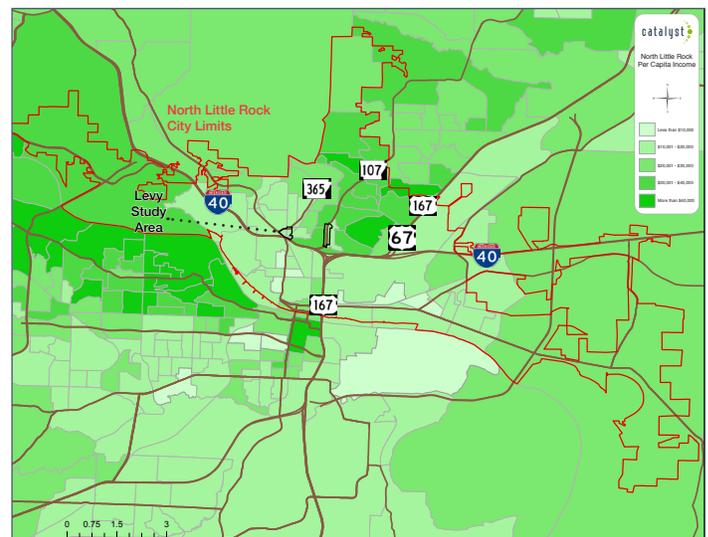
According to the Environmental Systems Research Institute (ESRI), the City of North Little Rock has a population of 63,000 people and 27,000 households and is expected to grow to over 64,000 people (2%) and 28,000 households (3%) by 2018. In North Little Rock the population is spread out with 26% under the age of 20, 7% from 18 to 24, 27% from 25 to 44, 26% from 45 to 64, and 14% who are 65 years of age or older. The median age is 37 years. The majority of the population growth over the next five years will occur among those aged 35 and older. The largest segment of the population will continue to be concentrated between the ages of 25 and 54 years of age.

The population growth will occur among the top half of income earners. Currently, 39% of households earn over \$50,000 annually, and that is expected to increase to 46% of households over the next 5 years. The median household income in the city is nearly \$38,000 annually and is projected to increase to \$44,000 by 2018. The per capita income is \$23,000 and is projected to increase to \$26,000 by 2018.

The racial composition is 54% white, 39% black, 1% Asian/Pacific Islander, and 6% identify as American Indian, two or more races, or other. Of these racial categories, 7% of the population is Hispanic. Over 52% (182,000 units) of the existing housing inventory is owner-occupied.

North Little Rock has an average household disposable income greater than \$44,000 in over 26,900 households. Therefore, the total disposable income for the City of North Little Rock is nearly \$1.2B. Over 32% of the households have a disposable income greater than \$50,000, over 15% have a disposable income greater than \$75,000, and over 7% have a disposable income greater than \$100,000. Assuming 30% of disposable income is spent on retail and restaurants, North Little Rock residents spend nearly \$361M on retail goods and services annually.

## Disposable Income



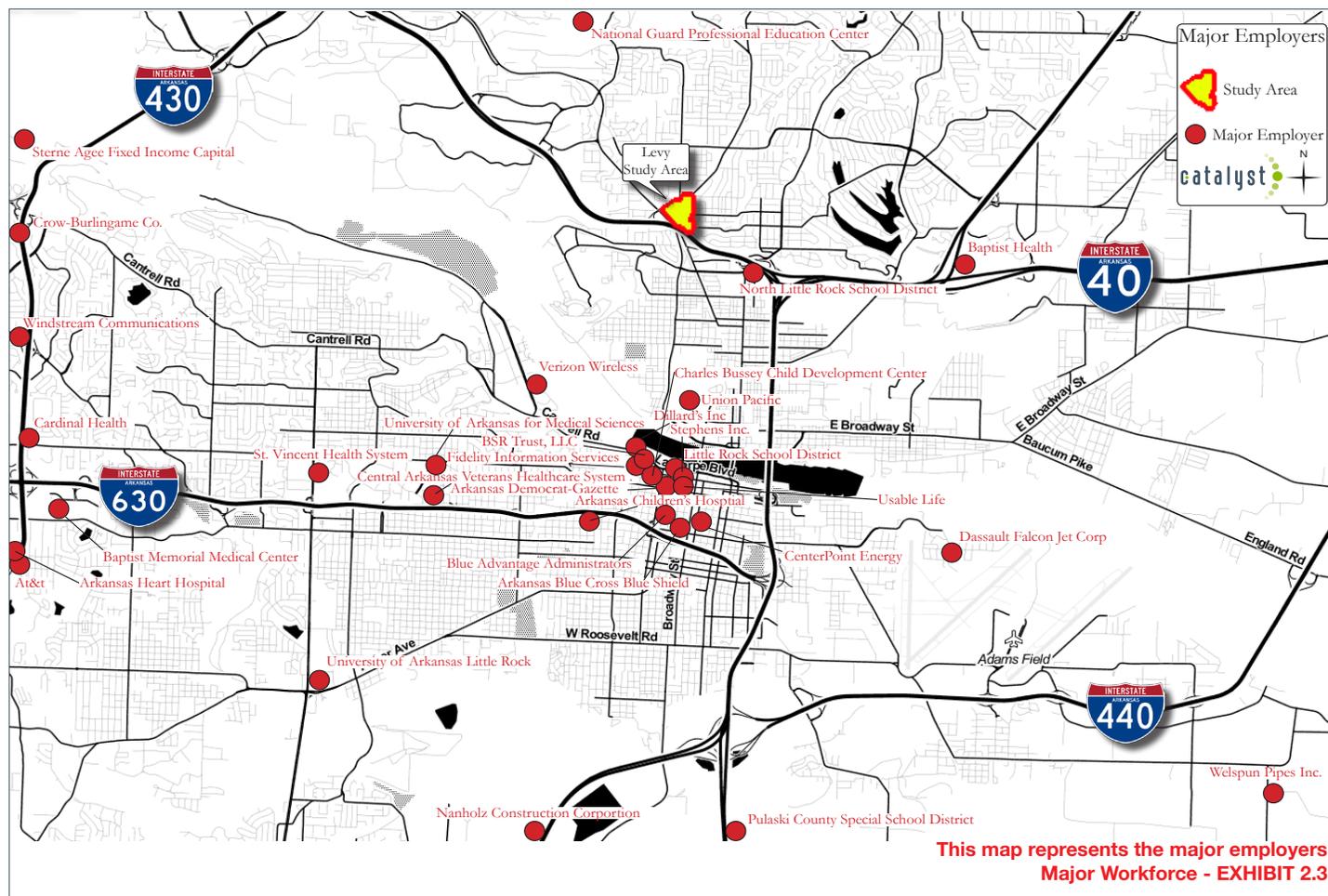
This map represents the income by block group  
Income - EXHIBIT 2.1

### 2.3 Major Regional Employment

#### Workforce

Besides public sector jobs, the largest employers in the region are the University of Arkansas for Medical Sciences (9,115 employees), Baptist Health (5,360 employees), and Arkansas Blue Cross and Blue Shield (1,800 employees). Within a 3-mile radius from the study area there are over 4,978 business that employ nearly 50,207 workers. The table on the following page is a comprehensive list of all major employers throughout

the greater Little Rock Area. Research of workforce spending patterns indicate that workers spend approximately \$195 per week on various daily expenditures. Therefore, there is a potential \$9.7M in weekly workforce spending on retail and restaurants within a 3-mile radius of the study area. Excluding transportation, the largest portion of spending is for restaurants and fast-food eating establishments, which collectively account for 16% of weekly expenditures. Among goods and services spending, grocery stores are estimated to capture the largest portion at 9% of weekly expenditures.



EMPLOYER	EMPLOYEES
University of Arkansas for Medical Sciences	9,115
Baptist Health	5,360
Little Rock Air Force Base	4,500
Arkansas Children's Hospital	4,000
Little Rock School District	3,500
Central Arkansas Veterans HealthCare System	2,800
Entergy Arkansas	2,740
Pulaski County Special School District	2,700
AT&T	2,600
St. Vincent Health System	2,600
Verizon Wireless	2,500
Dillard's Inc.	2,400
Union Pacific Railroad	2,000
Dassault Falcon Jet Corp.	2,000
Arkansas Blue Cross Blue Shield	1,800
CenterPoint Energy	1,600
University of Arkansas at Little Rock	1,380
North Little Rock Public Schools	1,200
Fidelity National Information Services, Inc.	1,170

EMPLOYER	EMPLOYEES
Crow-Burlingame Co.	1,100
Arkansas Democrat-Gazette	980
Nabholz Construction Corporation	900
Baptist Memorial Medical Center	850
Windstream Communications	840
Welspun	830
Stephens Inc.	650
BlueAdvantage Administrators of Arkansas	600
Pathfinder, Inc.	600
USAble Life	600
Sterne, Agee & Leach, Inc.	580
Bank of America	560
Southwest Power Pool	560
National Guard Professional Education Center	550
Arkansas Heart Hospital	545
BSR Trust, LLC	540
Cardinal Health	500
The Kroger Company (Little Rock Stores)	500

## 2.5 Regional Commuter Patterns

### Traffic Counts

The study area is located east of MacArthur, south of Doyle Venable, and north of I 40. A strong flow of traffic passes through the study area along Camp Robinson Rd. There are 24,000 vehicles per day (VPD) along Camp Robinson Rd. south of 38th St. West of Parker on Doyle Venable Dr. there are 8,500 VPD, and on 33rd east of Pike Ave. there are 3,900 VPD.

### Traffic Counts Findings

There are a total of over 36,900 vehicles per day that pass within the study area. These commuters create demand for an additional market opportunity for retail goods and services. The retail spending that the study area may capture varies on whether commuters are likely to spend their money near their place of work or near their place of residence along their path of travel.

LOCATION	INTERSECTION	24 HOUR COUNTS
Camp Robinson Rd.	South of 38th	24,000
Doyle Venable Dr.	West of Parker	8,500
33rd St.	East of Pike Ave	3,900
<b>Total</b>		<b>36,400</b>

(Source: Costar)

## Regional Traffic Counts Map



This map represents the major traffic counts  
**Regional Traffic Counts - EXHIBIT 2.5**

2.6 Student

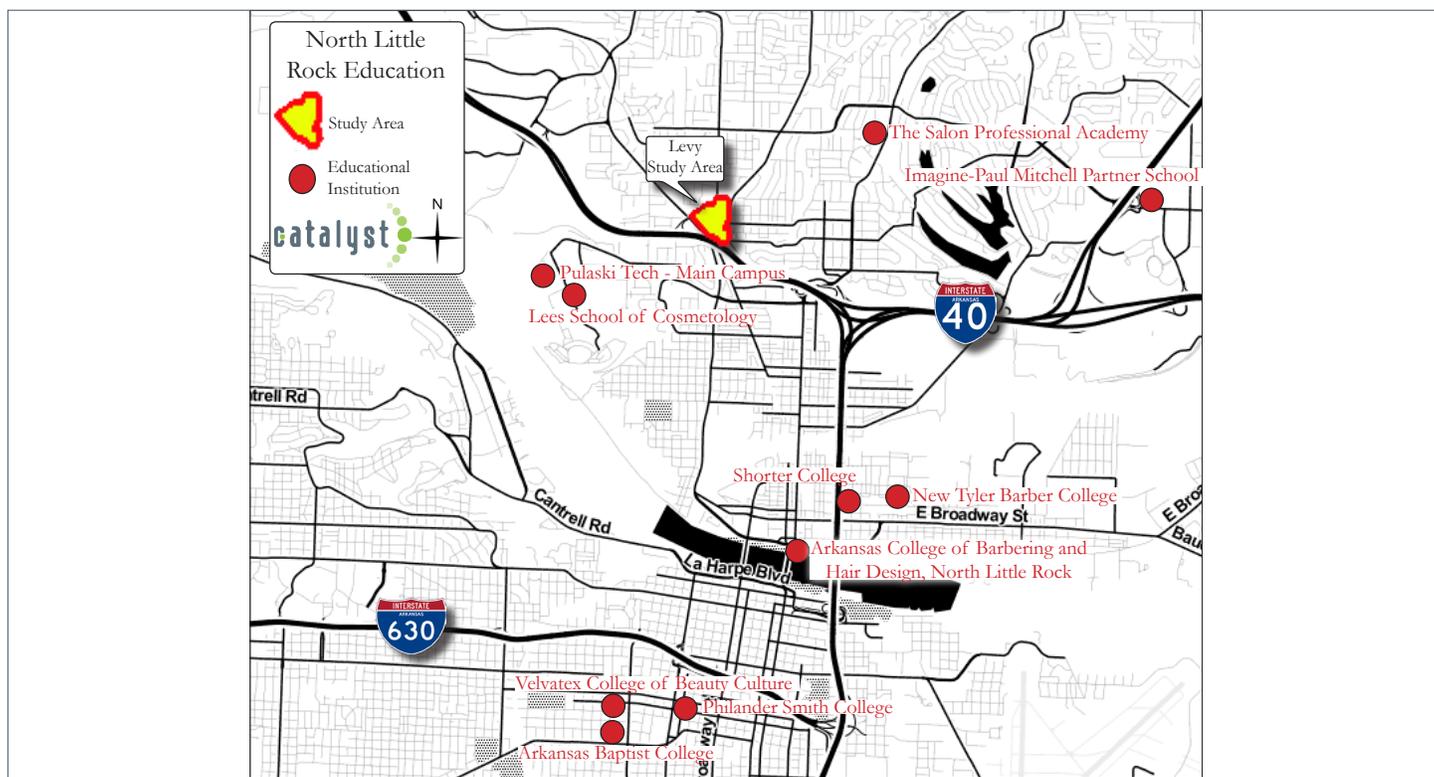
There are 10 college campus located within 5 miles of the study area with a total enrollment of 8,700. The two largest campuses are Pulaski Technical College with over 7,000 enrolled students, and Arkansas Baptist College with 1,082 enrolled students. Both of these campuses are located within 5 miles from the study area.

Other colleges include Philander Smith College (666 students), Imagine-Paul Mitchell Partner School (413 students), Arkansas College of Barbering and Hair Design (106 students), New Tyler Barber College Inc. (65 students), Salon Professional Academy (54 students), Shorter College (52 students), Lees School of Cosmetology (29 students) and Velvutex College of Beauty Culture (23 students). All of these campuses are located within a 5 mile drive of the study area.

SCHOOLS	STUDENTS	DISTANCE	CAPTURE
The Salon Professional Academy	54	2	5%
Imagine-Paul Mitchell Partner School	413	3	4%
Arkansas College of Barbering and Hair Design	106	3	4%
Lees School of Cosmetology	29	3	4%
New Tyler Barber College inc	65	3	4%
Shorter College	52	3	4%
Pulaski Technical College - Main	6,248	5	2%
Arkansas Baptist College	1,082	5	2%
Philander Smith College	666	5	2%
Velvutex College of Beauty Culture	23	5	2%
<b>Total</b>	<b>8,738</b>		<b>190</b>

(Source: IPEDS)

Student Map

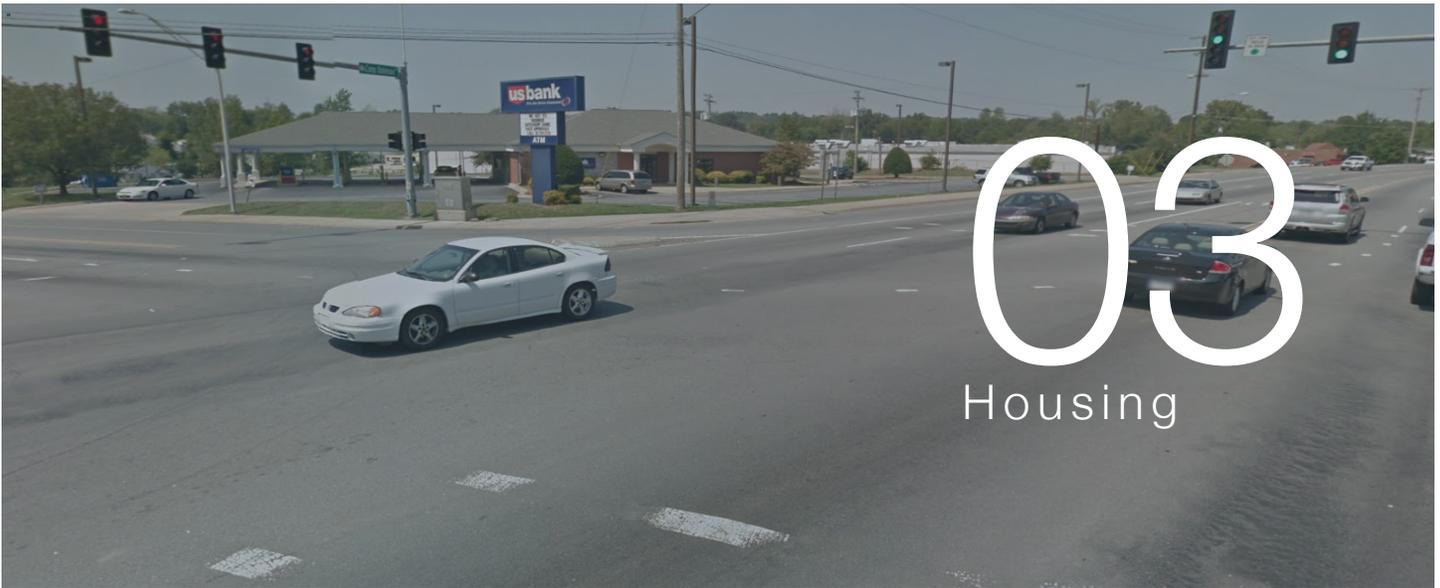


This map represents major schools  
Student - EXHIBIT 2.6

Student Findings

A nationally representative survey of college students between the ages of 18 and 24 was recently conducted to examine college student discretionary spending. Based on this survey, the average annual discretionary spending per student increased by 37%, (from \$4,069 to \$5,559) between 2011 and 2012. Food accounts for the largest portion of student discretionary spending. Approximately 36% of total discretionary spending is spent on groceries, full-service restaurants, and fast-food. The next largest categories are automotive (15%), clothing and shoes (11%), entertainment (9%), technology (7%), personal care and cosmetics (12%).

Catalyst examined the study area potential capture of student discretionary spending based on the distance from campus and the percent spent off-campus. The conservative estimate indicates the site has the potential to capture \$661,000 annually in student expenditures on retail and restaurants.



The strongest areas of Little Rock MSA are developments that are pedestrian-friendly, have access to transit, and direct access to number of amenities including entertainment, restaurants, retail, and job opportunities.

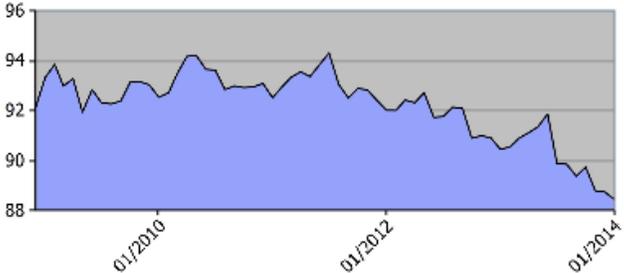
**3.1 Multifamily Trends**

The Little Rock Metro Area Multifamily Residential Market has an overall occupancy rate of 89%, and effective rents of \$.78 per square foot. Effective rents have increased every year since 2009 and are up 2.1% year-over-year since February 2013. Currently, 26% of existing properties offer concessions, which is an increase of 18% since February 2013. While the metro market experienced an overall decline in building permits, many cities saw an increase in multifamily construction.

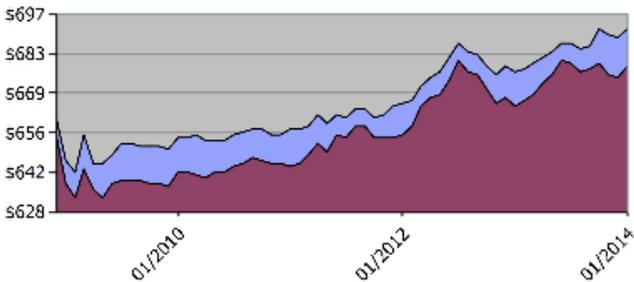
There are 29 multifamily developments with over 6,500 units in the North Little Rock Submarket. The average unit size is 905 SF with effective rents of \$0.81 per SF. The average occupancy rate for all properties is 87%, and for properties built within the last 10 years the average occupancy rate is 84%.

Six developments have been built since 2008. The newer development located South of I40 command higher rental rates than the overall market. The average market rent for the Enclave at the Riverfront is \$1.23/SF, and \$1.19/SF for the Riverside at Rockwater. The occupancy rates at each of these developments is comparable to the overall market.

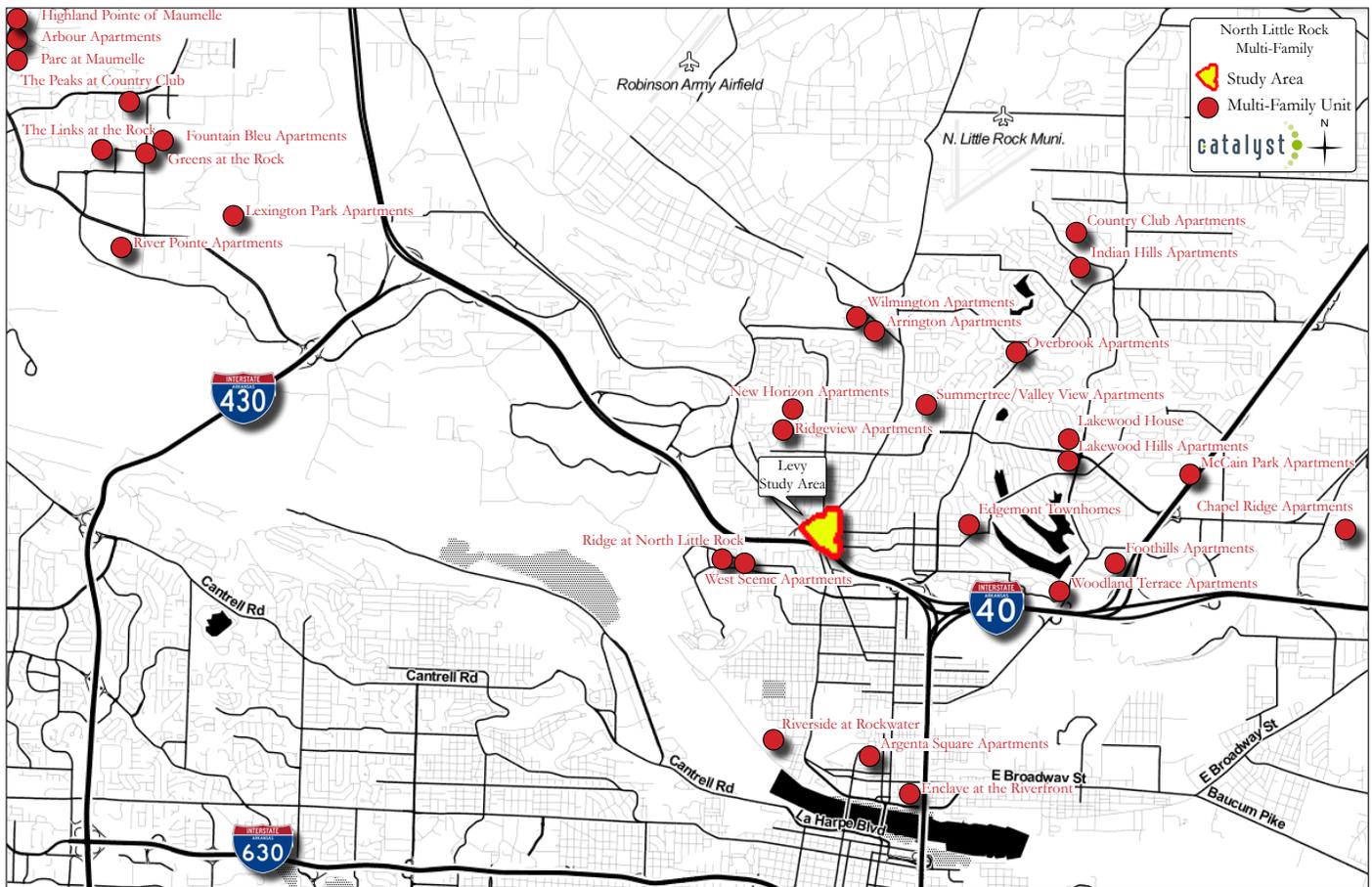
**Little Rock Metro Multifamily Occupancy**



**Little Rock Metro Multifamily Market v Effective Rent**



# Multifamily Map



This map represents multifamily in Little Rock Active Multifamily - EXHIBIT 3.1

EXISTING MULTIFAMILY PROPERTIES								
Property Name	# Units	Avg. Size	Year Built	Avg. \$/SF	Avg. \$/SF	Avg. \$/SF	Avg. \$/SF	Occ. Rate
Arbour	82	1,065	1986	\$600	\$0.56	\$575	\$0.54	95
Argenta Square/Homes	87	796	2002	\$649	\$0.82	\$649	\$0.82	100
Arrington	156	1,128	2002	\$672	\$0.60	\$672	\$0.60	92
Chapel Ridge of North Little Rock	172	964	2004	\$670	\$0.70	\$670	\$0.70	98.5
Country Club	125	768	1984	\$634	\$0.83	\$634	\$0.83	95
Edgemont Townhomes/Highcliff	59	957	1974	\$619	\$0.65	\$619	\$0.65	94
Enclave at the Riverfront	260	964	2008	\$1,186	\$1.23	\$1,088	\$1.13	84
Foothills	472	970	1986	\$760	\$0.78	\$760	\$0.78	N/A
Fountain Bleu I & II	288	1,256	2010	\$1,170	\$0.93	\$1,081	\$0.86	85

(Source ALN ApartmentData)

**EXISTING MULTIFAMILY PROPERTIES**

Property Name	# Units	Avg. Size	Year Built	Avg.	\$/SF	Avg.	\$/SF	Occ. Rate
Greens at the Rock	432	798	2013	\$694	\$0.87	\$694	\$0.87	64.1
Highland Pointe of Maumelle	168	894	2004	\$785	\$0.88	\$777	\$0.87	90
Indian Hills	170	871	1974	\$676	\$0.78	\$676	\$0.78	88.7
Lakewood Hills	260	824	1974	\$629	\$0.76	\$629	\$0.76	93
Lakewood House	107	1,047	1965	\$1,393	\$1.33	\$1,277	\$1.22	94
Lexington Park	288	982	2006	\$839	\$0.85	\$839	\$0.85	84
Links at the Rock	684	893	2008	\$727	\$0.81	\$727	\$0.81	N/A
McCain Park	320	845	1975	\$673	\$0.80	\$673	\$0.80	92
New Horizon	210	633	1973	\$463	\$0.73	\$463	\$0.73	80
Overbrook I & V	388	936	1972	\$723	\$0.77	\$723	\$0.77	94
Parc at Maumelle	240	870	2006	\$844	\$0.97	\$774	\$0.89	93
Peaks at Country Club	142	1,121	2011	\$683	\$0.61	\$683	\$0.61	N/A
Ridge at North Little Rock	64	1,006	2006	\$613	\$0.61	\$613	\$0.61	85
Ridgeview	242	621	1968	\$422	\$0.68	\$422	\$0.68	54
River Pointe	384	955	2003	\$779	\$0.82	\$769	\$0.81	92
Riverside at Rockwater	228	776	2011	\$920	\$1.19	\$890	\$1.15	88
Summertree/Valley View	241	858	1979	\$575	\$0.67	\$544	\$0.63	81.3
West Scenic	138	779	1971	\$507	\$0.65	\$507	\$0.65	77
Wilmington	120	967	2000	\$662	\$0.68	\$636	\$0.66	85
Woodland Terrace	60	912	1972	\$762	\$0.83	\$745	\$0.82	95

(Source ALNApartmentData)

**EXISTING MULTIFAMILY RENT RATES**

# Units		Efficiency	1BR	2BR	3BR
SF	Low	300	450	709	968
	Medium	435	690	1,645	1,235
	High	533	1,065	991	1,900
Market Rent/SF	Low	\$0.99	\$0.64	\$0.52	\$0.56
	Medium	\$1.07	\$0.95	\$0.78	\$0.77
	High	\$1.53	\$1.49	\$1.52	\$1.58
Effective Rent/SF	Low	\$0.99	\$0.64	\$0.52	\$0.53
	Medium	\$1.07	\$0.93	\$0.76	\$0.75
	High	\$1.49	\$1.36	\$1.39	\$1.45

(Source ALNApartmentData)

## Existing Multifamily Properties



Highland Pointe of Maumelle



Riverside at Rockwater



Chapel Ridge of North Little Rock



Greens at the Rock



Enclave at Riverfront



Peaks at Country Club

Source: ALN apartmentdata

### 3.2 Multifamily Residential

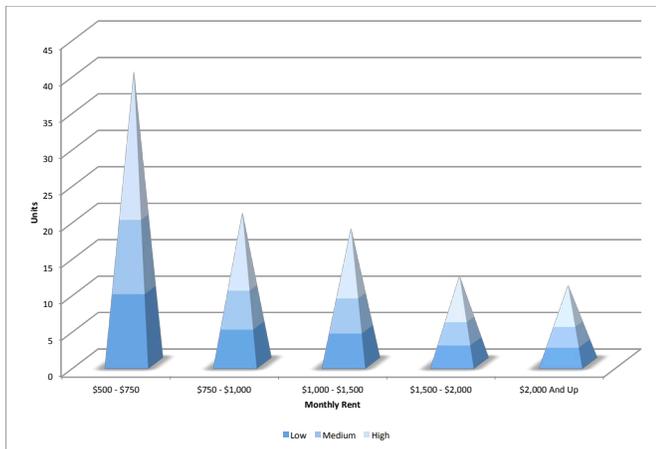
Potential demand for multifamily residential was analyzed by examining current and future household demand for new multifamily rental units across multiple income categories in the metro area. Trends were then analyzed to estimate the capture of new rental demand for the City of North Little Rock.

Approximately 3,400 annual new households are projected for the Greater Little Rock Area over the next five years. Based on income and recent demand trends over 1,000 (30%) of new household growth is estimated to live in for-rent housing. Of existing households, approximately 196,000 reside in owner-occupied homes and 82,000 households reside in for-rent homes in the Little Rock Metro Area. Of the existing owner households, 11,700 (6%) are estimated to move to a new residence each year, and of these movers 5,200 (45%) will choose to rent upon moving. Of the existing renter households, 34,000 (42%) are expected to move each year, and of these movers 26,000 (77%) of these current renter households will rent upon moving.

#### Study Area Demand

We estimate that the combined Park Hill/Levy Study Areas have the potential to capture approximately 100 units of new multifamily regional demand annually. The largest segment of this demand (40%) will be for monthly rents less than \$750. Another 40% of demand will be for monthly rents from \$750 to \$1,000, and the remaining demand will be for rents greater than \$1,000. There is also a potential demand for 47 units with rents between \$500 and \$750. Due to the close proximity of the Levy and Park Hill Study Areas, a new residential development in either the Levy or Park Hill study areas will impact the potential absorption for new multifamily in both study areas. However, diversification of residential product types can enable both areas to leverage diverse market demand preferences.

#### Annual Multifamily Demand



## Existing Multifamily Properties



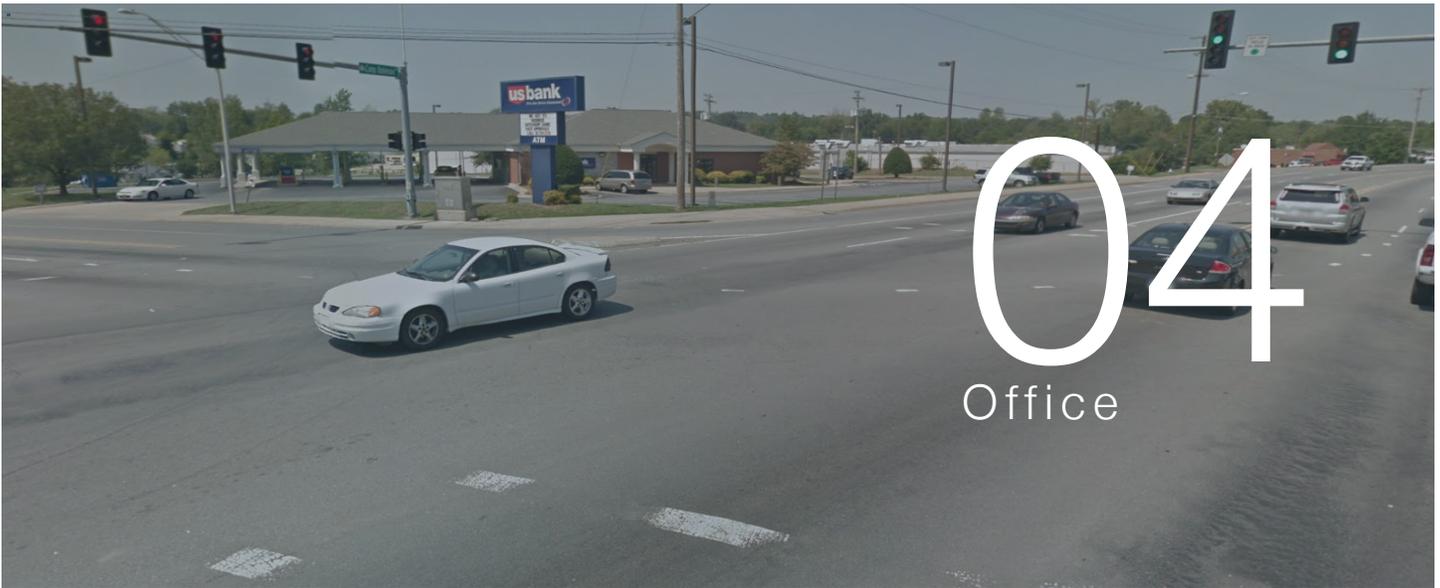
Argenta Square/Homes



Fontaine Bleau I & II



Woodland Terrace



# North Little Rock Submarket has one of the lowest office vacancy rates in the overall market and may absorb over 10,000 SF of office space.

## 4.1 Existing Office Conditions

While the US office market has experienced a slow but steady recovery, the Little Rock Metro office market shows signs of little growth. The vacancy rate of overall Little Rock office market is 11.5% down from 11.8% year over year. The median leasing rates remained steady at \$11.43 per SF. The low leasing rates coupled with low leasing activity may limit demand for new construction activity.

leasing rates of \$9.52 and \$12.00, respectively. Besides Downtown, the Sherwood Submarket was the most active over the past year with nearly 12,000 SF of net absorption and vacancy rates down from 33.4% to 27.8% year over year.

The two best performing submarkets are Downtown and the North Little Rock Submarkets. The Downtown Submarket currently has a vacancy rate of 9.7% and a positive net absorption of 84,881 SF year over year. The North Little Rock Submarket, at 5.2%, has one of the lowest vacancy rates in the overall market but experienced a net absorption of -5,587 SF year over year. The Downtown and North Little Rock Submarkets have overall

OFFICE MARKET STATISTICS							LEASING PRICE PER SF		
	RBA	VACANT (%)	VACANT (SF)	NET ABSORPTION PER QTR	NET ABSORPTION EA YEAR	CLASS A	CLASS B	OVERALL	
Downtown	6,562,814	9.7%	633,385	28,441	84,881	\$0.00	\$11.00	\$9.57	
East	114,735	0.0%	-	0	0				
Jacksonville	12,472	0.0%	-	0	0				
Maumelle	170,646	17.9%	30,600	0	-12,400		\$10.64	\$10.64	
Midtown	1,909,260	23.4%	447,571	6,789	2,894	\$0.00	\$18.50	\$18.50	
North Little Rock	669,055	5.2%	34,463	-6,280	-5,587		\$0.00	\$12.00	
Sherwood	269,930	27.8%	74,916	9,967	11,967		\$12.00	\$12.00	
South	569,780	10.5%	59,670	23,412	-6,028		\$13.50	\$13.50	
Southwest	10,400	0.0%	-	0	0				
West	3,780,216	9.0%	341,676	-8,149	-40,878	\$0.00	\$15.06	\$15.06	
Market Total	14,069,308	11.5%	1,622,281	54,180	34,849	\$22.25	\$17.50	\$11.43	

(Source: CBRE)

New office demand will be fueled by employment growth in the greater Little Rock Metro Area. The industries with the largest projected employment change are administration and health care. Other job creating industries include construction, retail, finance and insurance, and professional scientific and technological services. The largest decline is projected to occur among public sector jobs. Currently, there are about 334,000 jobs in the metro area and just under half of these are office based positions . Approximately, 3,000 annual net new jobs are projected for the Little Rock Metro Area, of which nearly one-third are expected to be office related positions.

LITTLE ROCK METRO ANNUAL OFFICE EMPLOYMENT & GROWTH						
INDUSTRY	CURRENT EMPLOYMENT	PROJECTED EMPLOYMENT GROWTH	PROJECTED EMPLOYMENT CHANGE	OFFICE JOBS (%)	OFFICE JOBS (N)	PROJECTED OFFICE JOB GROWTH
Agriculture, Forestry, Fishing & Hunting	1,956	0.4%	7	28.9%	565	2
Mining	786	2.3%	18	27.2%	214	5
Utilities	1,075	0.3%	3	46.9%	504	1
Construction	17,892	1.4%	256	20.3%	3,632	52
Manufacturing	24,025	-0.1%	(29)	32.2%	7,736	(9)
Wholesale Trade	13,019	0.9%	116	38.8%	5,051	45
Retail Trade	37,041	0.6%	208	21.5%	7,964	45
Transportation & Warehousing	9,646	1.8%	170	25.8%	2,489	44
Information	9,860	-1.4%	(138)	68.1%	6,715	(94)
Finance & Insurance	12,546	1.9%	240	85.8%	10,764	206
Real Estate, Rental & Leasing	8,989	0.8%	74	22.9%	2,058	17
Professional, Scientific & Tech Services	17,314	1.9%	334	87.7%	15,184	293
Management of Companies & Enterprises	616	3.2%	20	85.3%	525	17
Administrative & Support & Waste Management & Remediation Services	24,265	2.8%	678	33.3%	8,080	226
Educational Services	31,344	0.5%	151	83.3%	26,110	126
Health Care & Social Assistance	36,742	2.2%	821	30.8%	11,317	253
Arts, Entertainment & Recreation	3,443	-0.2%	(5)	26.2%	902	(1)
Accommodation & Food Services	17,984	2.8%	507	6.7%	1,205	34
Other Services (except Public Administration)	19,340	1.2%	223	41.2%	7,968	92
Public Administration	45,973	-1.5%	(693)	55.0%	25,285	(381)

(Source: ESRI, BLS)

## 4.2 Office Demand

The Little Rock MSA labor market is influenced by the public sector, and proposed reductions in defense and government spending may have a negative impact on the overall office market in upcoming years. However, the overall projected job growth of office related employment, along with turnover of existing office space will create sufficient demand for limited new office space through segments of the greater office market.

Assuming 200 SF of space per worker, the projected annual job growth of 971 office jobs may create demand for 194,000 SF of office space in

### NORTH LITTLE ROCK MARKET ANNUAL OFFICE DEMAND

#### Overall Metro New Office Demand

Projected New Jobs	2,961
Projected New Office Jobs	971
Avg. Space Per Worker (SF)	200
Cumulative New Office Demand (SF)	194,137

#### North Little Rock Submarket New Office Demand

Percent Capture of Metro Office Job Growth	14%
North Little Rock Submarket New Office Jobs	133
Avg. Space Per Worker (SF)	
<b>Cumulative New Office Demand (SF)</b>	<b>26,655</b>

(Source: ESRI, BLS, Catalyst)

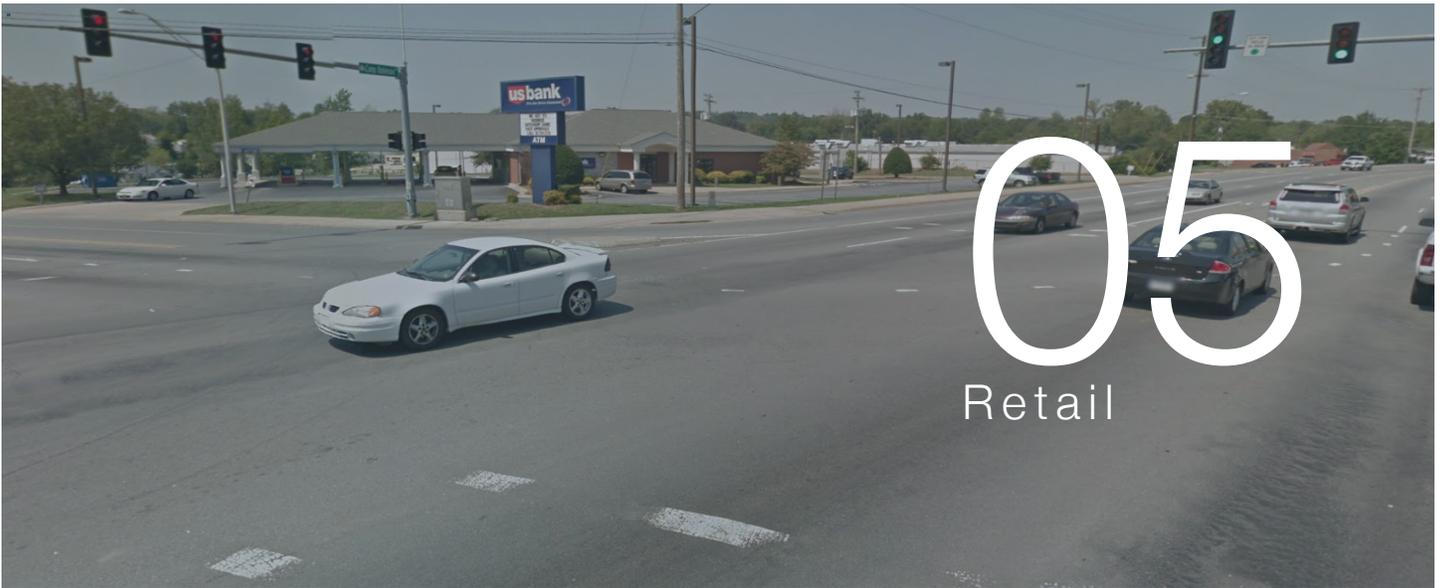
the overall metro market. The North Little Rock Submarket is estimated to capture over 14% of new office jobs, which may create 26,000 SF of office space demand.

Existing vacant office space will potentially absorb some new office demand. The historical average vacancy rate is just under 11% in the overall office market. Given the current rentable building area of 14M SF, the vacant office space to support normal market operations is 1.47M SF. However, currently there is 1.62M SF of vacant office space. Therefore, the existing available office space will likely absorb 145,000 SF of any new office demand throughout the metro area. The projected new office demand for the metro area of 194,000 SF will support new office inventory of 49,000 SF.

Currently, 34,000 SF of office space exists in the North Little Rock Submarket. Given the rentable building area of 669,000 SF, the vacant office space expected for normal market operation is 73,000 SF. Therefore, the North Little Rock Submarket may absorb 26,000 SF of new office space annually, but the market may absorb an additional 40,000 due to potential turnover within the market. The Levy Study Area may reasonably capture up to 8,500 SF of new office demand from the submarket, but potential absorption will depend on the context of any new development.

POTENTIAL OFFICE DEMAND	MARKET TOTAL	NORTH LITTLE ROCK SUBMARKET
RBA	14,069,308.00	669,055
Vacant	11.5%	5.2%
Vacant (SF)	1,622,281	34,463
Occupied	88.5%	94.8%
Occupied Space (SF)	12,447,027	634,592
Net Absorption Quarter over Quarter	54,180	(6,280)
Net Absorption Year over Year	34,849	(5,587)
Potential Annual New Office Demand	194,137	26,655
Avg. Vacancy Rate	11%	11%
Frictional Vacancy SF	1,477,277	73,596
Potential New Demand Absorption of Existing Space	145,004	(39,133)
Potential New Demand Absorption New Office Space	49,133	65,788
Levy Study Area Potential Capture		8,552

(Source: CBRE, ESRI, BLS, Catalyst)



This map represents major retailers near the Study Area  
**Major Retail -**  
**EXHIBIT 5.1**



**5.1 Retail**

The study area is located along Camp Robinson Road, just north of I-40 in North Little Rock Arkansas. This is primarily a retail oriented 4 lane road. There are very few national credit retailers along the Camp Robinson/I-40 Corridor. The road is dominated by value oriented and convenience uses, such as fast food, dollar stores, pay day loans, check chasing services. There are several churches in the area that serve as gathering places for congregation and community members.

Edwards Food Giant Supermarket recently moved into the vacant space previously occupied by Walmart. Approximately \$3M in renovations are planned for the site. The store employs 50 full time and 75 part time employees and opened in March 2014. Nearby, Argenta offers restaurants, entertainment revenues and multifamily. Further expansion of the district may impact retail demand in Levy.

SCHOOLS	ENROLLMENT	DISTANCE	CAPTURE
The Salon Professional Academy	54	2	5%
Imagine-Paul Mitchell Partner School	413	3	4%
Arkansas College of Barbering and Hair Design	106	3	4%
Lees School of Cosmetology	29	3	4%
New Tyler Barber College inc	65	3	4%
Shorter College	52	3	4%
Pulaski Technical College	6,248	5	2%
Arkansas Baptist College	1,082	5	2%
Philander Smith College	666	5	2%
Velvatex College of Beauty Culture	23	5	2%
<b>Total</b>	<b>8,738</b>		<b>190</b>

**There is potential for the subject area to capture over \$661,000 in student retail expenditures annually.**

(Source: IPEDS)

### 5.1 Student Generated Retail Demand

There are over 8,700 students enrolled in various college campuses within a 5-mile radius from The Levy Study Area. The two largest campuses are Pulaski Technical College and Arkansas Baptist College with over 7,000 students between the two campuses.

Recent studies on student discretionary spending find that the average student spends over \$5,500 annually on retail goods and services. Catalyst estimated the potential capture of student retail expenditures based on the study area distance from the campus and the percent of expenditures spent off campus for each retail category. There is potential for the subject area to capture over \$661,000 in student retail expenditures annually, which may support nearly 1,800 SF of retail and restaurants. Food accounts for the largest portion of student demand. Approximately 36% of total discretionary spending is spent on groceries, full-service restaurants, and fast-food. The next largest categories are automotive (15%), clothing and shoes (11%), entertainment (9%), technology (7%), personal care and cosmetics (12%).

COLLEGE STUDENT DISCRETIONARY SPENDING PATTERNS					
Average Annually Discretionary Spending	\$5,559				
Category	Percent Total Expenditures	Percent Spent Off-Campus	Potential Annual Expenditures	Sales/SF	Demand (SF)
Grocery Stores	18%	92%	\$174,945	475	368
Limited-Service Eating Places	7%	88%	\$62,653	300	209
Full-Service Restaurants	11%	83%	\$97,990	425	231
Auto Parts, Accessories, & Tire Stores	15%	95%	\$149,828	500	300
Clothing Stores	4%	73%	\$28,728	275	104
Shoe Stores	4%	73%	\$28,728	150	192
Jewelry, Luggage, & Leather Goods	4%	73%	\$28,728	315	91
Electronics & Appliance Stores	16%	10%	\$16,583	300	55
Health & Personal Care Stores	11%	65%	\$73,224	300	244
Entertainment	9%	7%	\$6,421	#N/A	#N/A
<b>Total</b>	<b>97%</b>		<b>\$661,408</b>	<b>3040</b>	<b>1,794</b>

(Source: ICSC, ESRI, IPEDS)

**This chart represents the potential expenditures of the regional college students**  
**Student Expenditures - EXHIBIT 5.2**

POTENTIAL ANNUAL WORKFORCE EXPENDITURES	
Workforce Employees	50,207
Total Weekly Expenditures	\$195
Percent Capture	3%
<b>Total Annual Expenditures*</b>	<b>\$10,221,141</b>

\*Excluding transportation and online spending  
(Source: ESRI, ICSC, Catalyst)

This chart represents the potential expenditures of the regional workforce

### Workforce Expenditures - EXHIBIT 5.3

## 5.2 Workforce Generated Retail Demand

There are over 4,978 business that employ approximately 50,000 workers within a 3-mile radius from the study area. Research of workforce spending patterns indicate that workers spend approximately \$195 per week. A quality development with national and regional brands, convenient parking, and a wide array of retail and restaurant options may easily capture 3% of potential retail expenditures from the local workforce, which is over \$10M in retail expenditures, excluding transportation and online spending. After accounting for the percent of workforce expenditures across each retail category and the average sales per SF of each retail category, the Study Area may capture sufficient workforce expenditures to support over 44,500 SF of retail and restaurants.

Category	Percent	Weekly Expenditures	Annual Expenditures	Sales Per SF	Demand (SF)
Gasoline Stations	21.9%	\$64,322.70	\$3,216,134.90	300	10,720
Electronic Shopping & Mail-Order Houses	8.4%	\$24,671.72	\$1,233,585.99		
Full-Service Restaurants	8.1%	\$23,790.59	\$1,189,529.35	425	2,799
Limited-Service Eating Places	7.7%	\$22,615.74	\$1,130,787.16	300	3,769
Department Stores	3.9%	\$11,454.73	\$572,736.35	300	1,909
Other General Merchandise Stores	12.0%	\$35,245.31	\$1,762,265.70	200	8,811
Health & Personal Care Stores	11.7%	\$34,364.18	\$1,718,209.06	300	5,727
Grocery Stores	9.6%	\$28,196.25	\$1,409,812.56	475	2,968
Clothing Stores	2.0%	\$5,874.22	\$293,710.95	275	1,068
Shoe Stores	1.5%	\$4,405.66	\$220,283.21	150	1,469
Sporting Goods/Hobby/Musical Instr Stores	1.3%	\$3,818.24	\$190,912.12	300	636
Electronics & Appliance Stores	2.9%	\$8,517.62	\$425,880.88	300	1,420
Jewelry, Luggage & Leather Goods Stores	2.4%	\$7,049.06	\$352,453.14	315	1,119
Office Supplies, Stationery & Gift Stores	4.4%	\$12,923.28	\$646,164.09	300	2,154
Entertainment	2.1%	\$6,167.93	\$308,396.50		
<b>Total</b>	<b>99.9%</b>	<b>\$293,417.24</b>	<b>\$14,670,861.95</b>		<b>44,570</b>

(Source: ESRI, ICSC, Catalyst)

This chart represents the SF demand from regional workforce

### Workforce Demand - EXHIBIT 5.4

	LOW	MEDIUM	HIGH
Capture Rate	0.25%	0.50%	1.00%
Capture	91	182	364
Average Weekly Spending	\$131		
<b>Total Potential Annual Expenditures</b>	<b>\$596,050</b>	<b>\$1,192,100</b>	<b>\$2,384,200</b>

This chart represents the potential expenditures of the regional commuters

### Commuter Expenditures - EXHIBIT 5.5

(Source: ESRI, ICSC, Catalyst)

### 5.3 Commuter Generated Retail Demand

Over 36,000 vehicles per day pass within a one block radius of the study area. The ability of the study area to capture commuter retail spending will vary based on several factors including visibility of store fronts, convenient hours, recognizable national and regional retail brands, convenient parking, and a critical mass of retail shopping and other businesses that make a stop more convenient for the commuter.

National studies conducted by the University of Wisconsin, indicate that the average commuter spends \$131 each week on retail related spending including travel related expenses. Assuming a medium capture rate of 0.5% and average weekly spending of \$131, the subject site may reasonably capture \$1.1M in annual retail expenditures by commuters. There is potential to capture \$154,000 in grocery sales, \$164,000 in full-service restaurants and fast food, and \$63,000 in other retail categories. Currently, there is potential commuter demand to support nearly 3,500 SF in additional retail goods and services. Any additional demand will depend on population growth in the region.

CATEGORY	PERCENT	WEEKLY EXPENDITURES	ANNUAL EXPENDITURES	SALES PER SF	DEMAND (SF)
Gasoline Stations	38%	\$9,100	\$455,000	300	1,517
Auto Parts, Accessories, & Tire Stores	4%	\$910	\$45,500	500	91
Grocery Stores	13%	\$3,094	\$154,700	475	326
Full-Service Restaurants	7%	\$1,638	\$81,900	425	193
Limited-Service Eating Places	7%	\$1,638	\$81,900	300	273
Department Stores	3%	\$688	\$34,378	300	115
Other General Merchandise Stores	3%	\$688	\$34,378	200	172
Health & Personal Care Stores	3%	\$688	\$34,378	300	115
Clothing Stores	3%	\$688	\$34,378	275	125
Shoe Stores	3%	\$688	\$34,378	150	229
Sporting Goods/Hobby/Musical Instr Stores	3%	\$688	\$34,378	300	115
Electronics & Appliance Stores	3%	\$688	\$34,378	300	115
Jewelry, Luggage & Leather Goods Stores	3%	\$688	\$34,378	315	109
Office Supplies, Stationery & Gift Stores	3%	\$688	\$34,378	300	115
Other	5%	\$1,274	\$63,700		
<b>Total</b>	<b>100%</b>	<b>\$23,842</b>	<b>\$1,192,100</b>		<b>3,607</b>

(Source: ESRI, ICSC, Catalyst)

This chart represents the potential SF demand from the regional commuters

### Commuter Demand - EXHIBIT 5.6

## 5.4 Residential Generated Retail Demand

The total unmet retail demand was examined across retail categories for residents living 0 to 3 miles from the study area, 3 to 5 miles from the study area, and 5 to 10 miles from the study area. The potential capture of unmet retail demand was estimated based on average distance traveled for each retail category.

We calculated various capture rates for different distances in order to calculate total residential demand for the Study Area. There are 24,000 households with an aggregated retail expenditures of \$571M within 3 miles of the study area. Of the total retail expenditures there is an unmet demand of \$4M across retail categories. After applying the potential capture of unmet retail demand, the residents living within this geography may support 3,500 SF of retail space.

There are 27,500 households that reside 3 to 5 miles from the study area, and an additional 72,000 household 5 to 10 miles from the study area. Combined these two geographies spend over \$2.6B on retail goods and services annually. After examining the unmet demand for retail and applying capture rates based on average drive time for each category of retail purchases, there is potential for the study area to capture \$161M in annual retail expenditures. The residents living with 3 to 5 miles may support an

additional 34,000 SF of retail space, and residents living within 5 to 10 miles may support 23,000 SF.

The ability to capture unmet retail demand varies by distance for each retail category. The size of the residential population, income, and psychographic and demographic preferences within each geography influence the demand for each retail category. The existing retail sales within each of these geographies impacts unmet retail demand. Therefore, the larger the existing retail sales relative to the potential demand the smaller the retail gap (i.e. unmet retail demand) that will exist within a defined geography. The creation of new retail developments within these geographies will decrease the potential absorption of retail in existing markets. In other words, new retail in markets that lie 3 to 5 miles or 5 to 10 miles from Levy will decrease the current unmet demand and the total supportable square footage of additional retail in the Levy Study Area. Based on existing conditions within each of these geographies there is potential for the Levy Study Area to absorb 60,700 SF of unmet residential demand for retail goods and services. Residential growth due to in-migration or natural growth within these geographies will generate additional retail demand.

RETAIL DEMAND BY RANGE	0 - 3 MILES	3 - 5 MILES	5 - 10 MILES	TOTAL (SF)
Automobile Dealers	-	-	-	-
Other Motor Vehicle Dealers	-	-	-	-
Auto Parts, Accessories & Tire Stores	-	-	-	-
Furniture Stores	-	1,937	-	1,937
Home Furnishings Stores	-	-	-	-
Electronics & Appliance Stores	724	3,946	-	4,671
Bldg Material & Supplies Dealers	-	-	-	-
Lawn & Garden Equip & Supply Stores	-	-	84	84
Grocery Stores	-	-	-	-
Specialty Food Stores	-	-	750	750
Beer, Wine & Liquor Stores	-	-	-	-
Health & Personal Care Stores	-	-	-	-
Gasoline Stations	-	-	-	-
Clothing Stores	-	2,011	-	2,011
Shoe Stores	-	3,352	-	3,352
Jewelry, Luggage & Leather Goods Stores	-	1,917	350	2,268
Sporting Goods/Hobby/Musical Instr Stores	-	-	-	-
Book, Periodical & Music Stores	-	806	-	806
Department Stores Excluding Leased Dept.	-	16,215	-	16,215
Other General Merchandise Stores	-	3,176	18,759	21,935
Florists	-	-	-	-
Office Supplies, Stationery & Gift Stores	-	-	-	-
Used Merchandise Stores	2,865	430	1,499	4,794
Other Miscellaneous Store Retailers	-	-	884	884
Full-Service Restaurants	-	-	-	-
Limited-Service Eating Places	-	-	-	-
Special Food Services	-	-	-	-
Drinking Places - Alcoholic Beverages	-	-	996	996
<b>Total Demand (SF)</b>	<b>3,589</b>	<b>33,792</b>	<b>23,321</b>	<b>60,702</b>

(Source: ESRI, Catalyst)

This chart represents the potential SF demand from the regional residential

## Residential Demand - EXHIBIT 5.9

# 21

1 Introduction 2 Existing Conditions 3 Housing 4 Office 5 Retail

## 5.5 Aggregate Retail Demand

Retail demand for the study area will be impacted by each of the demand drivers discussed above, which include commuters, workforce, students, and the residential population. The table below shows the potential of each of these demand drivers currently and the cumulative supportable square footage by each retail category. Based on current demand, the study area has the potential to support over 110,000 SF of retail across all retail categories. Additional retail demand over time will be dependent on student enrollment, population and income, and employment growth within the region. Some residents of neighboring communities have a strong affiliation for shopping in their local communities. These preferences for hyper-local markets may impact demand potential for retail and restaurants in the study area. But a well-defined neighborhood brand may also attract a regional draw and create a destination for the greater region.

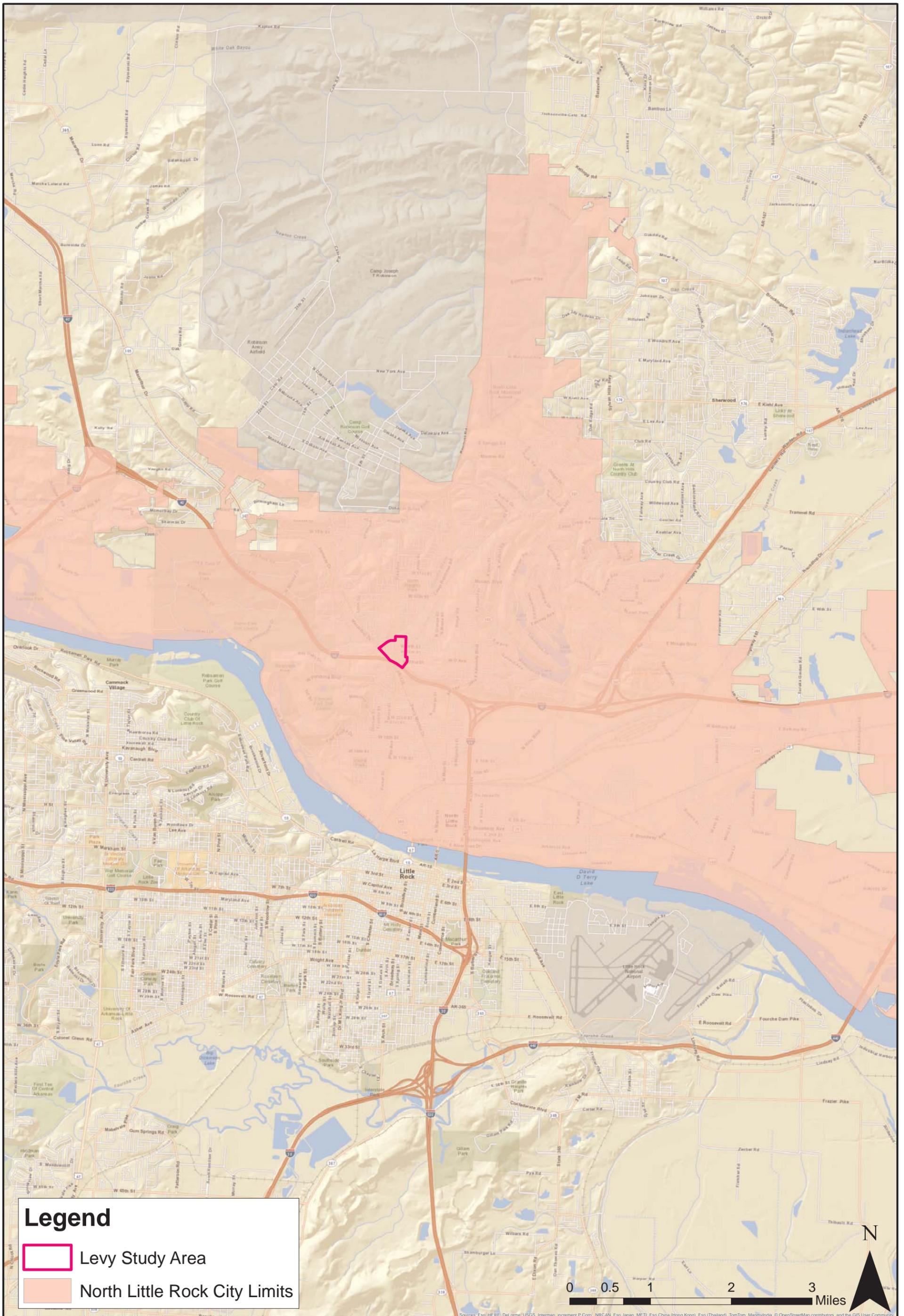
POTENTIAL SUPPORTABLE RETAIL SQUARE FOOTAGE BY RETAIL CATEGORY					
CATEGORY	STUDENT	WORKFORCE	COMMUTER	RESIDENTIAL	TOTAL
Automobile Dealers	-	-	-	-	-
Other Motor Vehicle Dealers	-	-	-	-	-
Auto Parts, Accessories & Tire Stores	300	-	91	-	391
Furniture Stores	-	-	-	1,937	1,937
Home Furnishings Stores	-	-	-	-	-
Electronics & Appliance Stores	55	1,420	115	4,671	6,249
Bldg Material & Supplies Dealers	-	-	-	-	-
Lawn & Garden Equip & Supply Stores	-	-	-	84	84
Grocery Stores	368	2,968	326	-	3,662
Specialty Food Stores	-	-	-	750	750
Beer, Wine & Liquor Stores	-	-	-	-	-
Health & Personal Care Stores	244	5,727	115	-	6,075
Gasoline Stations	-	10,720	1,517	-	12,237
Clothing Stores	104	1,068	125	2,011	3,296
Shoe Stores	192	1,469	229	3,352	5,218
Jewelry, Luggage & Leather Goods Stores	91	1,119	109	2,268	3,576
Sporting Goods/Hobby/Musical Instr Stores	-	636	115	-	740
Book, Periodical & Music Stores	-	-	-	806	806
Department Stores Excluding Leased Depts.	-	1,909	115	16,215	18,228
Other General Merchandise Stores	-	8,811	172	21,935	30,901
Florists	-	-	-	-	-
Office Supplies, Stationery & Gift Stores	-	2,154	115	-	2,257
Used Merchandise Stores	-	-	-	4,794	4,794
Other Miscellaneous Store Retailers	-	-	-	884	884
Full-Service Restaurants	231	2,799	193	-	3,222
Limited-Service Eating Places	209	3,769	273	-	4,251
Special Food Services	-	-	-	-	-
Drinking Places - Alcoholic Beverages	-	-	-	996	996
<b>Total Demand (SF)</b>	<b>1,794</b>	<b>44,570</b>	<b>3,607</b>	<b>60,702</b>	<b>110,552</b>

This chart represents the total SF demand from all categories

### Aggregate Demand - EXHIBIT 5.10

**ADDITIONAL MAPS**

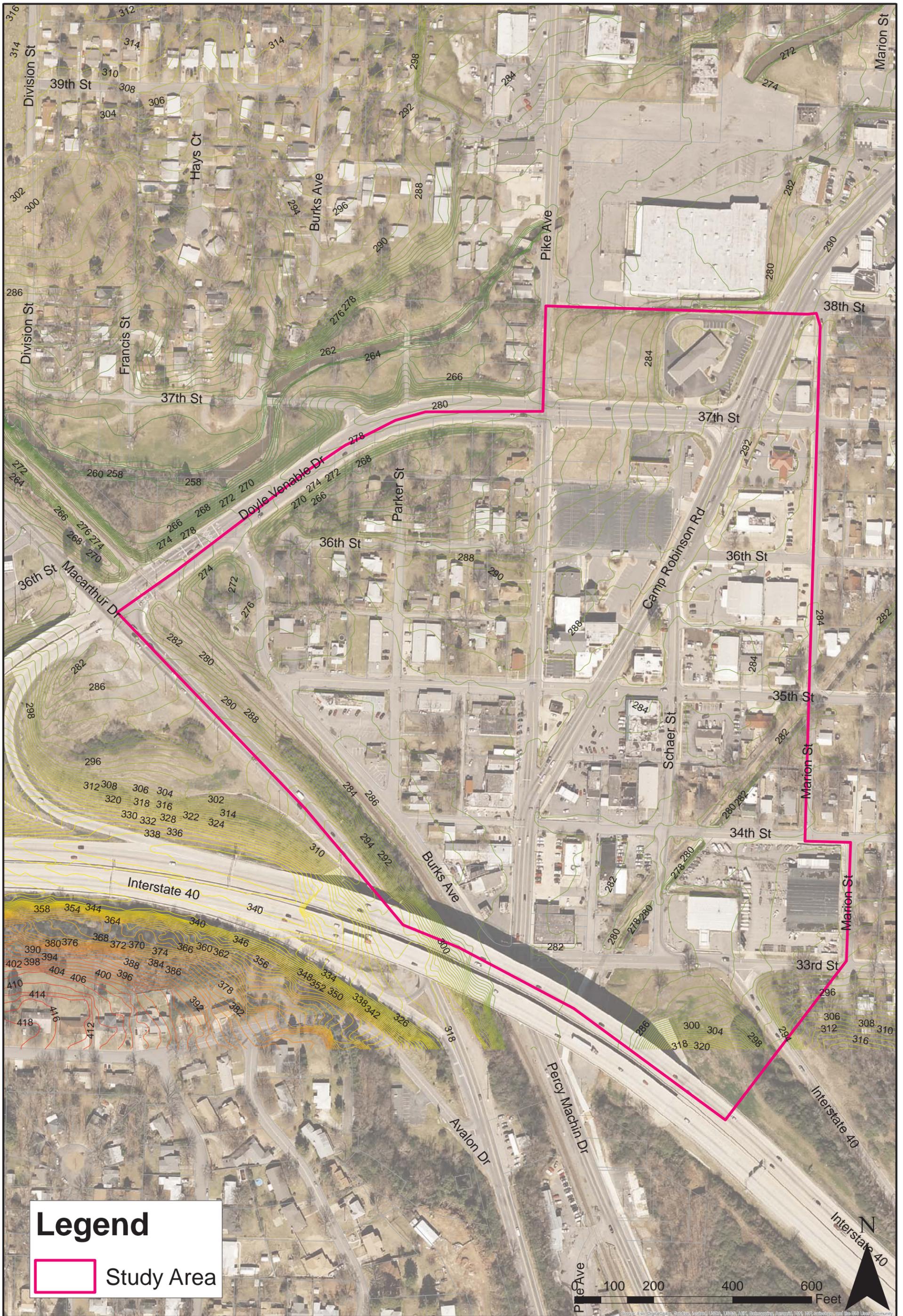
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**Legend**

- Levy Study Area
- North Little Rock City Limits

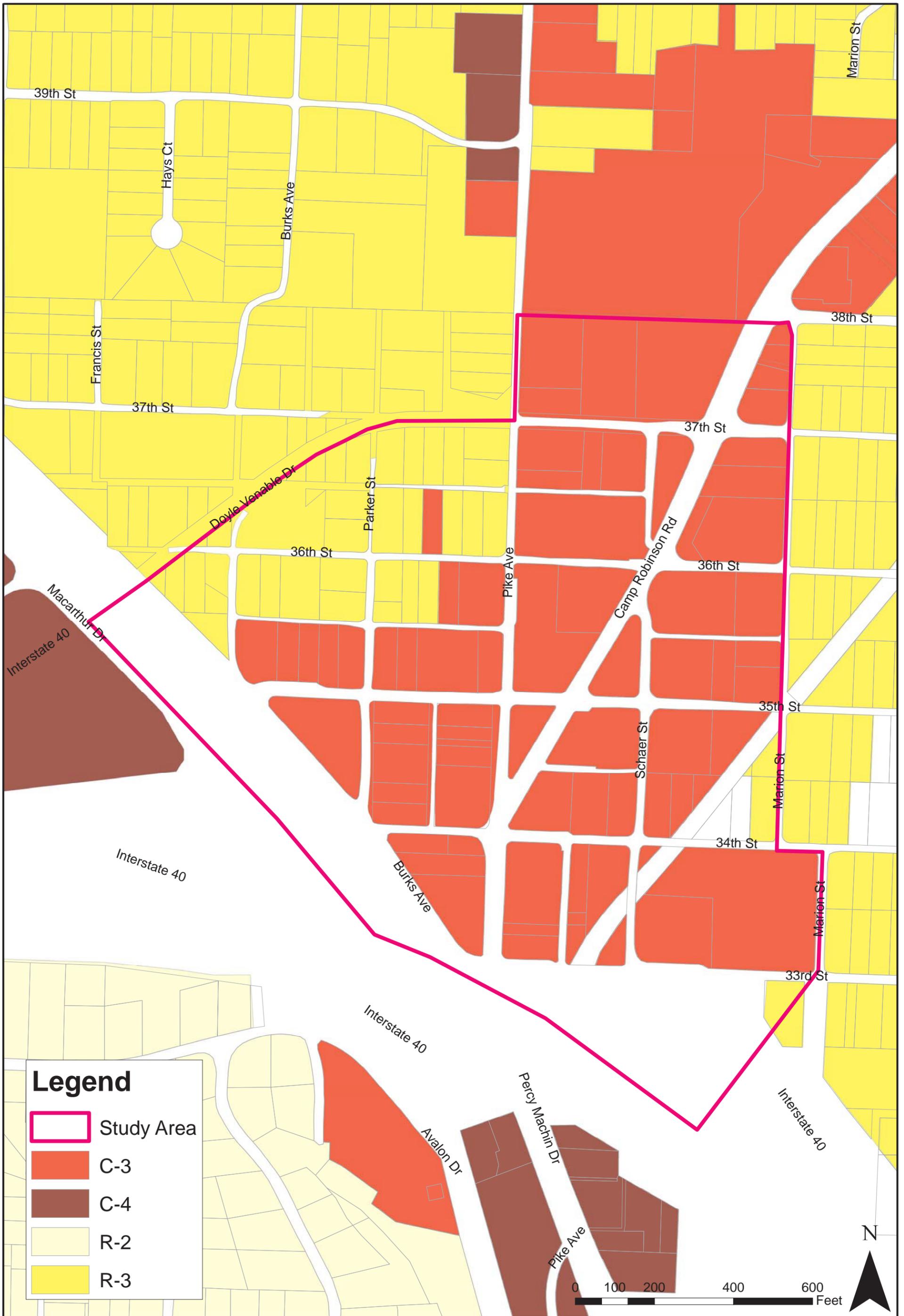




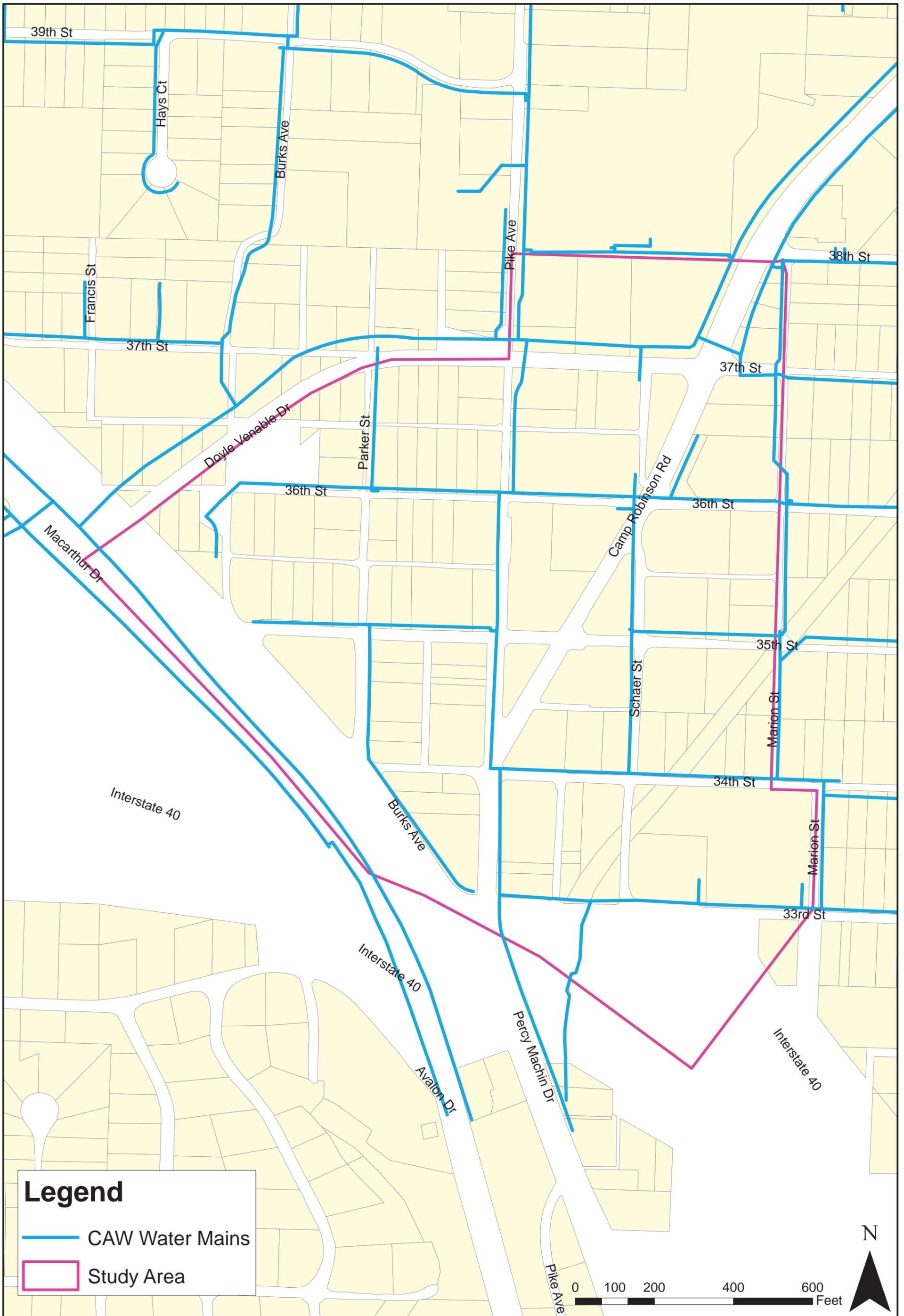
**Legend**

Study Area

# Levy: Topography



# Levy: Existing Zoning



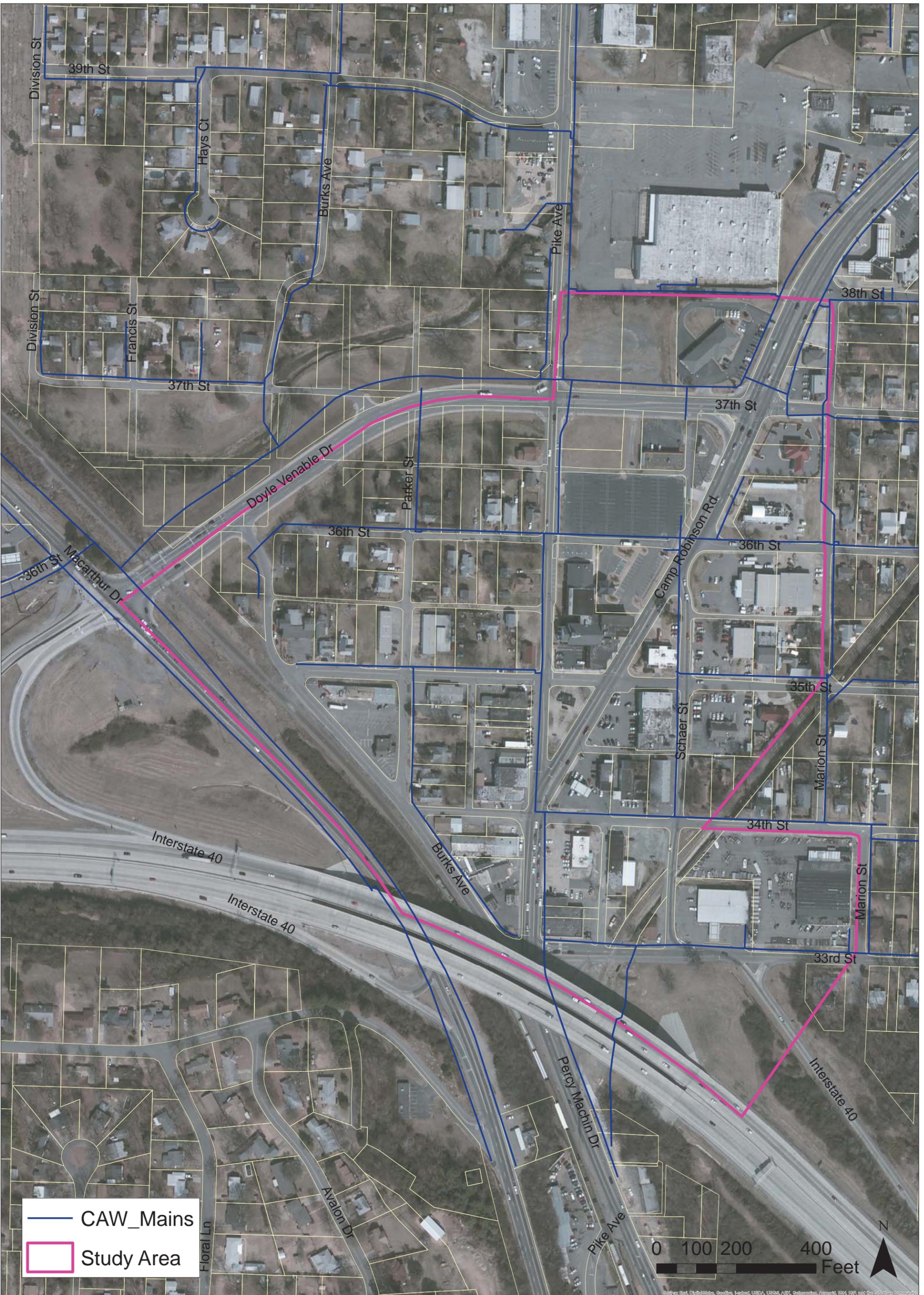
### Legend

- CAW Water Mains
- ▭ Study Area

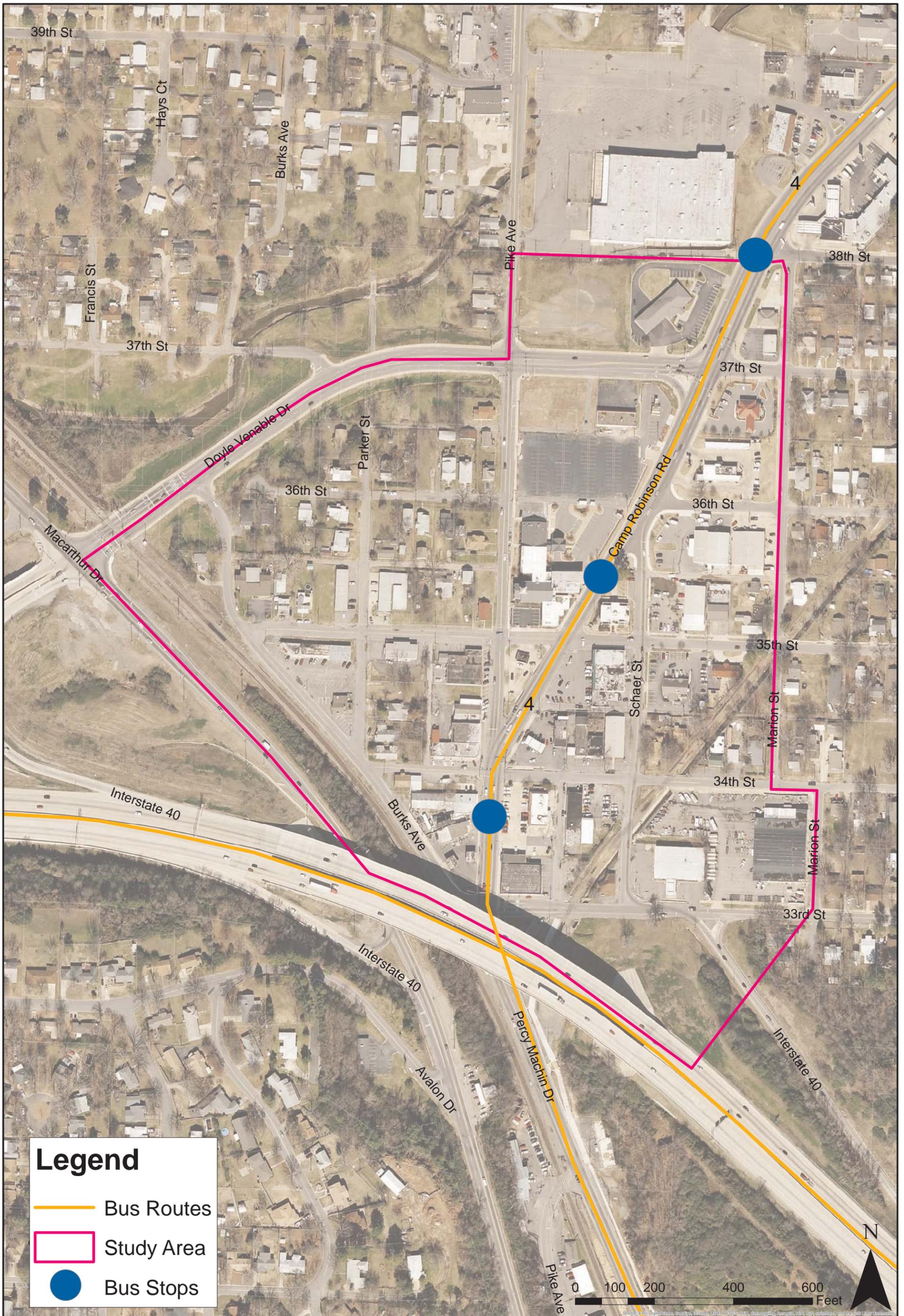
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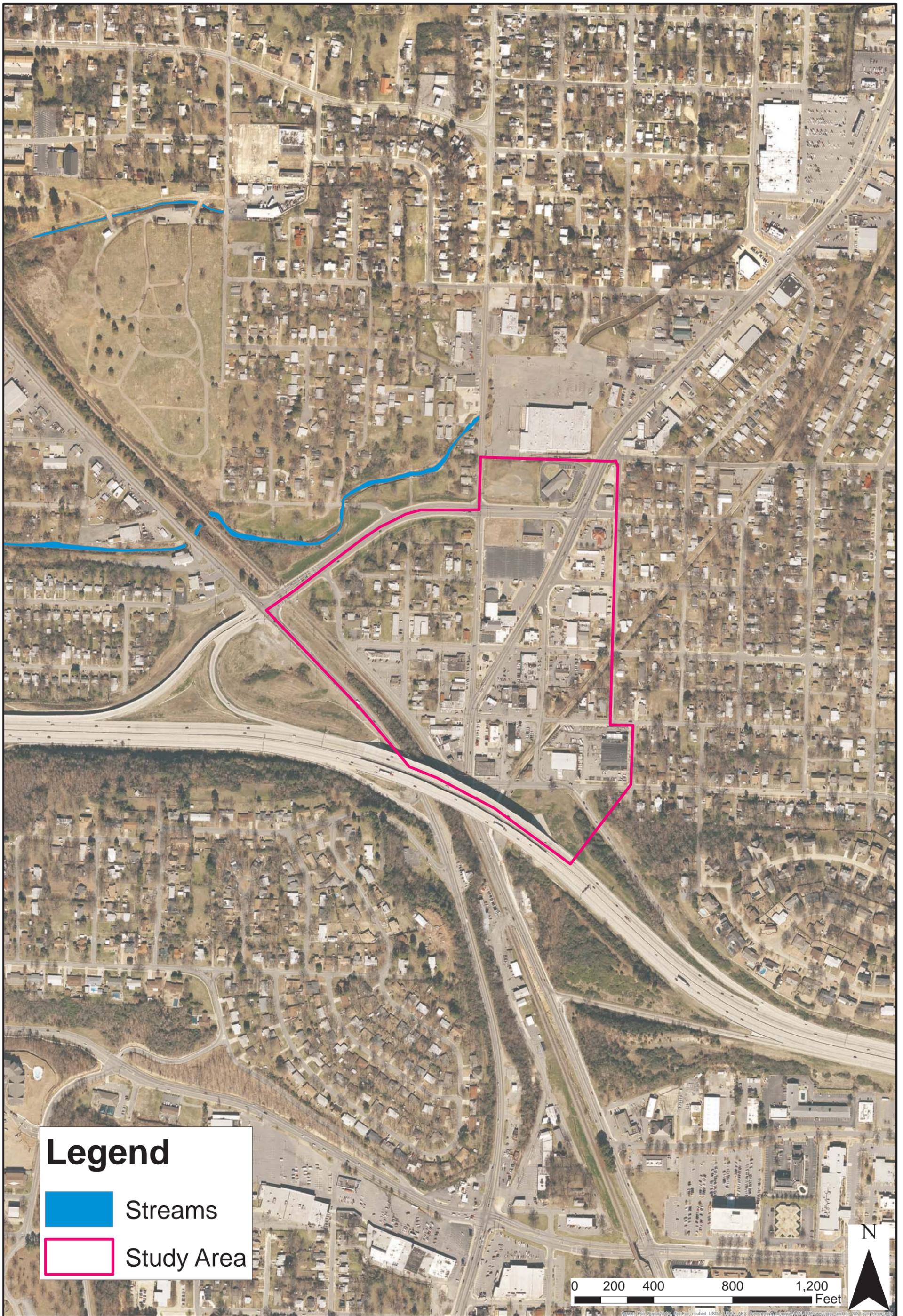
## Levy: Water/ Wastewater



# Levy: Water Mains





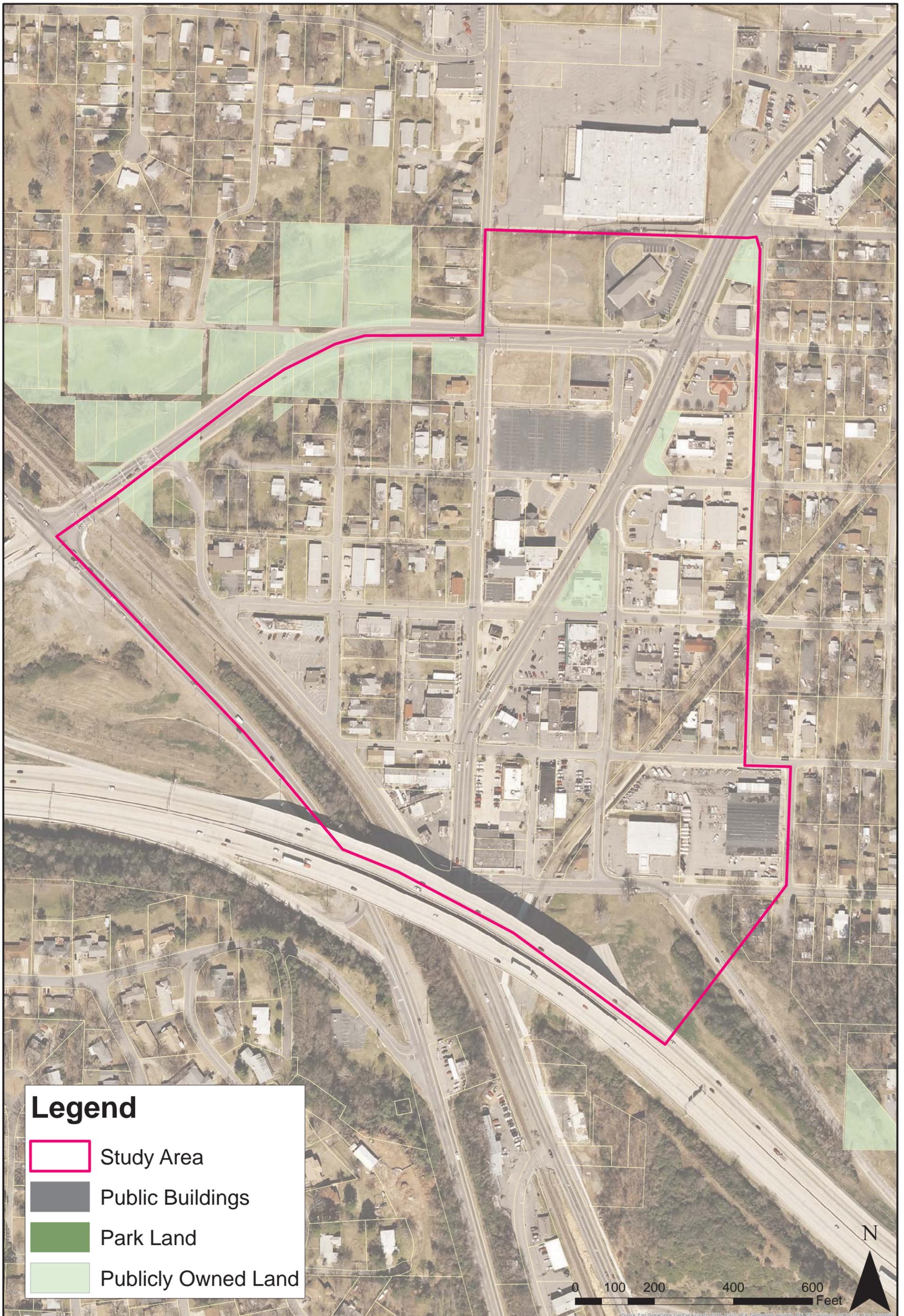


## Legend

-  Streams
-  Study Area

0 200 400 800 1,200 Feet



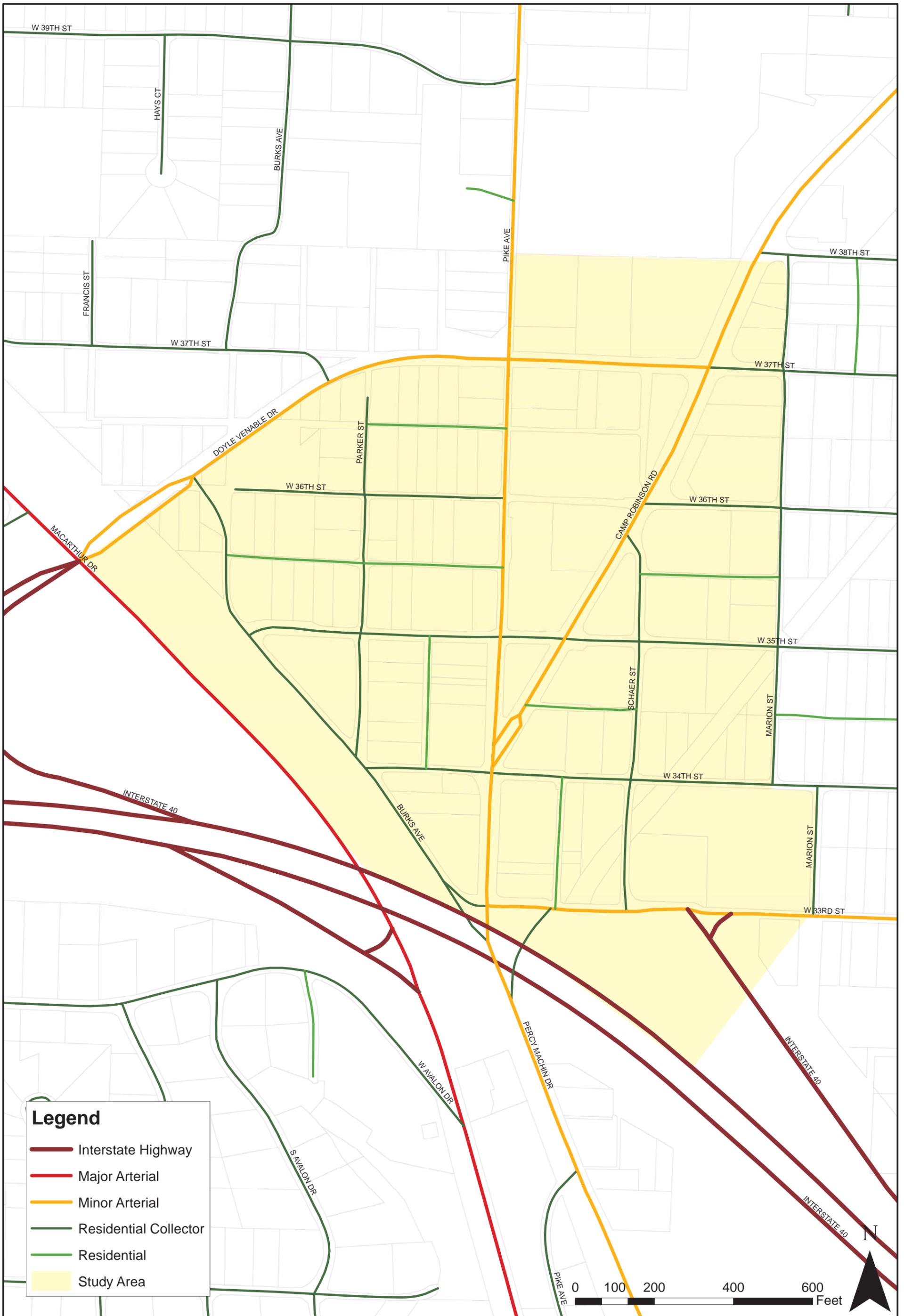


**Legend**

- Study Area
- Public Buildings
- Park Land
- Publicly Owned Land

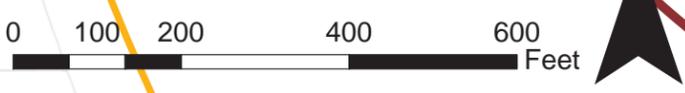
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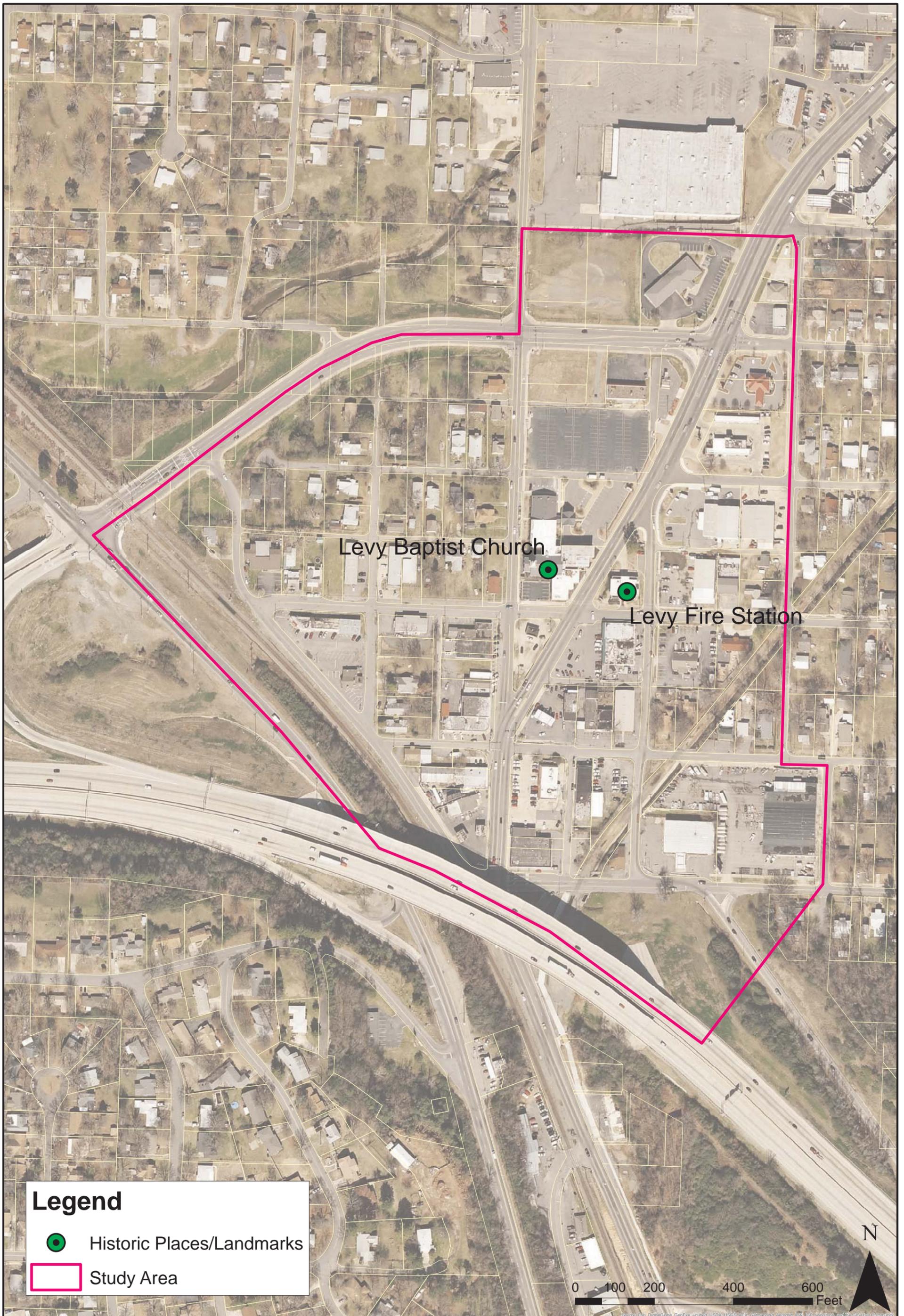
**Legend**

- Interstate Highway
- Major Arterial
- Minor Arterial
- Residential Collector
- Residential
- Study Area







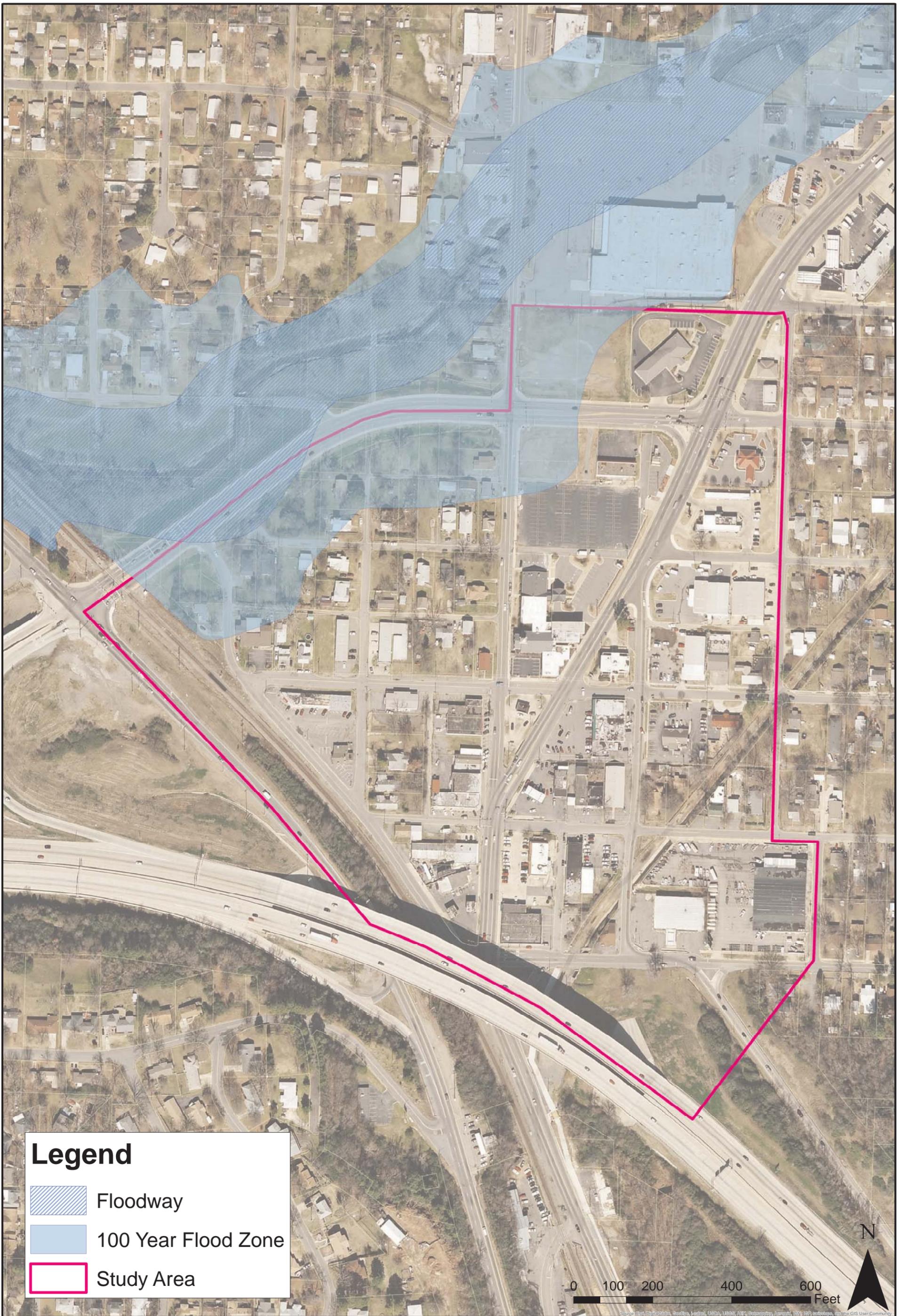


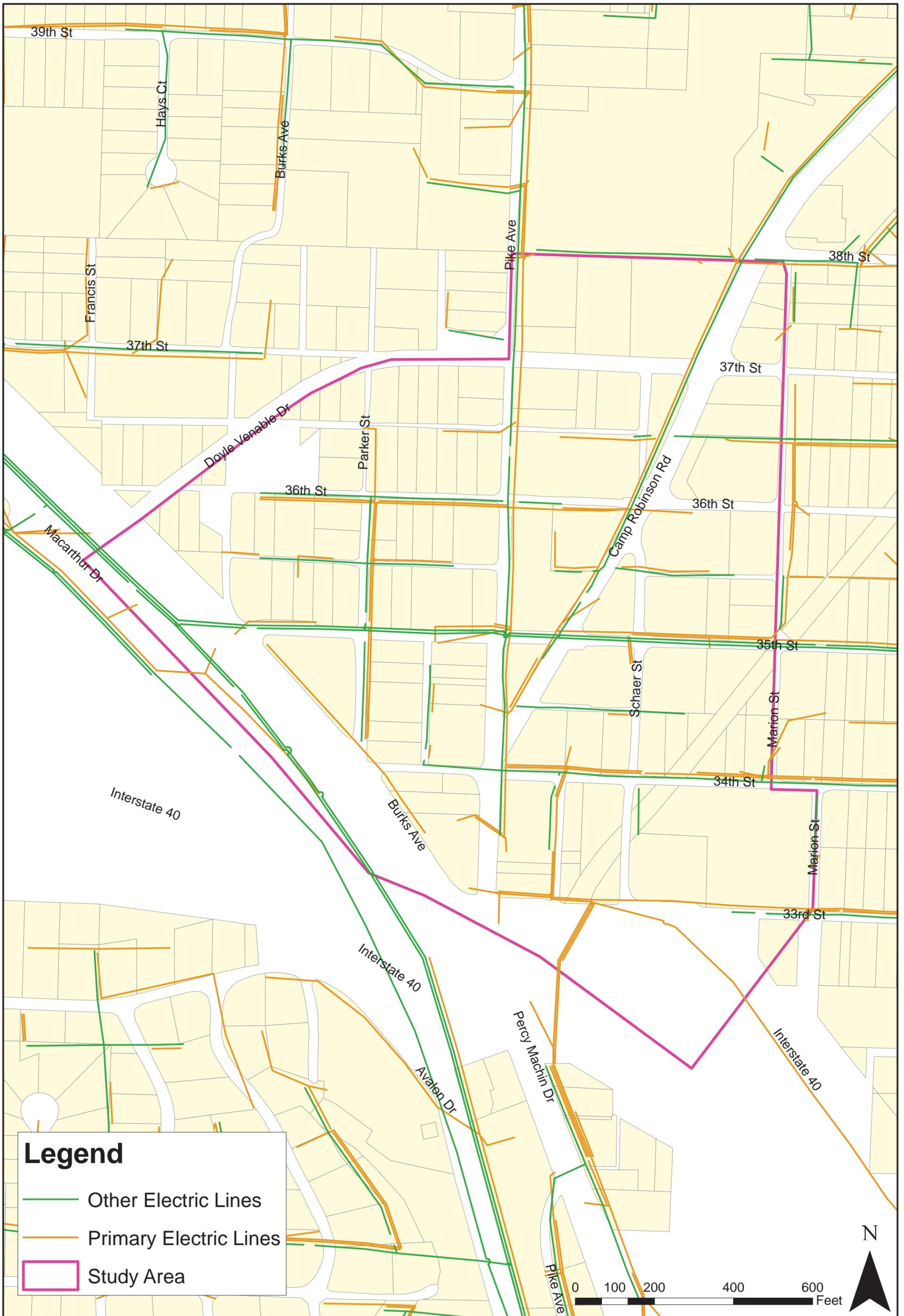
**Legend**

● Historic Places/Landmarks

□ Study Area

**Levy: Historic Places**





**Legend**

- Other Electric Lines
- Primary Electric Lines
- Study Area

**Levy: Electrical Utilities**