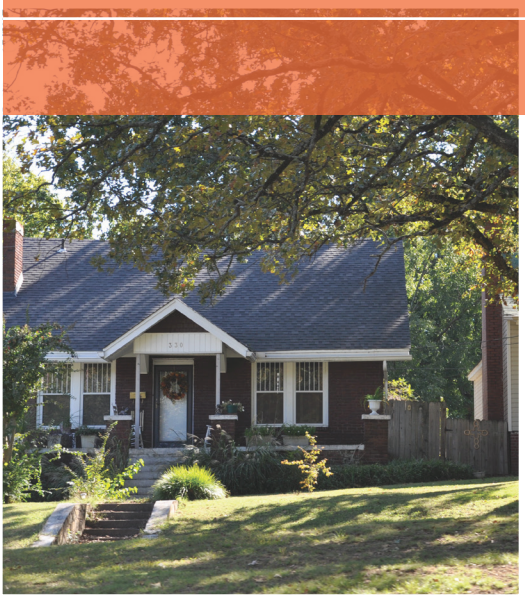
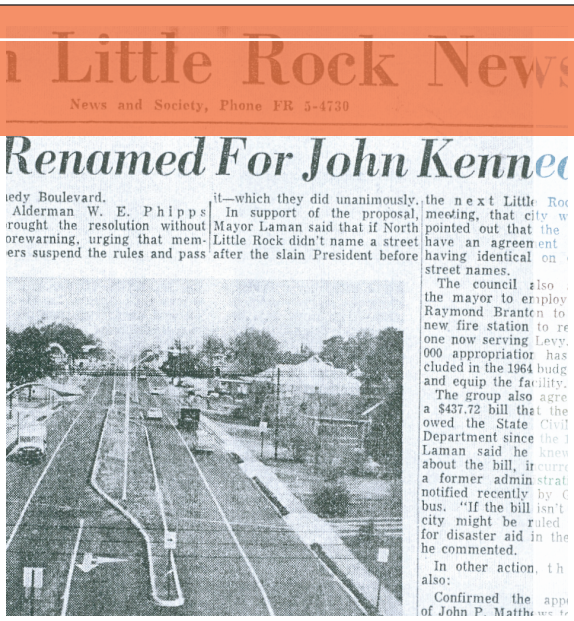
PARK HILL *NORTH LITTLE ROCK, AR*





Little Rock News

News and Society, Phone FR 5-4730

Renamed For John Kenne

edy Boulevard.

Alderman W. E. Phipps brought the resolution without forewarning, urging that members suspend the rules and pass it—which they did unanimously.

In support of the proposal, Mayor Laman said that if North Little Rock didn't name a street after the slain President before the next Little Ro meeting, that city w pointed out that the have an agreement having identical on street names.

The council also the mayor to employ Raymond Brantcn to new fire station to re one now serving Levy. 000 appropriation has cluded in the 1964 budg and equip the facility.

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Confirmed the appo of John P. Matthews to

APPENDIX

IMAGINE CENTRAL ARKANSAS
Plan Smart. Live Smart.

JUMP START INITIATIVE
Planning for Sustainable Growth

Prepared for ICAP, Metroplan and The City of North Little Rock
December 2014

ACKNOWLEDGMENTS

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INTRODUCTION

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. *Provide more transportation choices.* 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 Pedestrian Design	Goal Area 1: Provide transportation choices and enhanced mobility
2. *Promote equitable, affordable housing.* 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 Development Diversity	Goal Area 2: Increase housing choices and land use diversity.
3. *Enhance economic competitiveness.* 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 Economic Development	Goal Area 3: Enhance economic competitiveness.
4. *Support existing communities.* 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 Activity Centers	Goal Area 4: Value existing communities.
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. *Coordinate and leverage federal policies and investment.*		
7. Environmental issues are embedded in Livability Principles 1, 2, 4, and 6.	Environmental Stewardship Resource Efficiency	Goal Area 5: Support environmentally responsible development.

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EXISTING CONDITIONS + CONTEXT

This section evaluates the existing context of Park Hill. In general, the study area is described as the area bounded by Cypress Street to the west, Pine Street to the east, Skyline Drive to the south and Lookout Road to north.

The preliminary assessment is based on the consultant team's assessment of the district through a physical site survey, mapping and stakeholders interviews, 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 Park Hill study area is approximately 63 acres and located 2 miles north of downtown North Little Rock – the area known as Argenta on Main Street. With 18 blocks set up in a semi-traditional grid system, each block averages 3.7 acres. The site is bisected east-west by JFK Boulevard (State Highway 107).

JFK Boulevard's original design purposed the roadway as a Main Street for this historic neighborhood. The layout of the city was programmed as a linear main street and the street grid was based on JFK Boulevard and the hilltop topography alignment.

From the southern end, the street names are in alphabetical order until the end of the commercial area at H Avenue moving northward for the east-west streets. As the alphabetical streets move westward they link with the series of numbered street names ranging from 33rd Street to 38th Street.

City of North Little Rock Location

The city is bordered by the City of Sherwood to the north, the 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 is predominately residential with pockets of neighborhood commercial otherwise.

Nearby Attractions

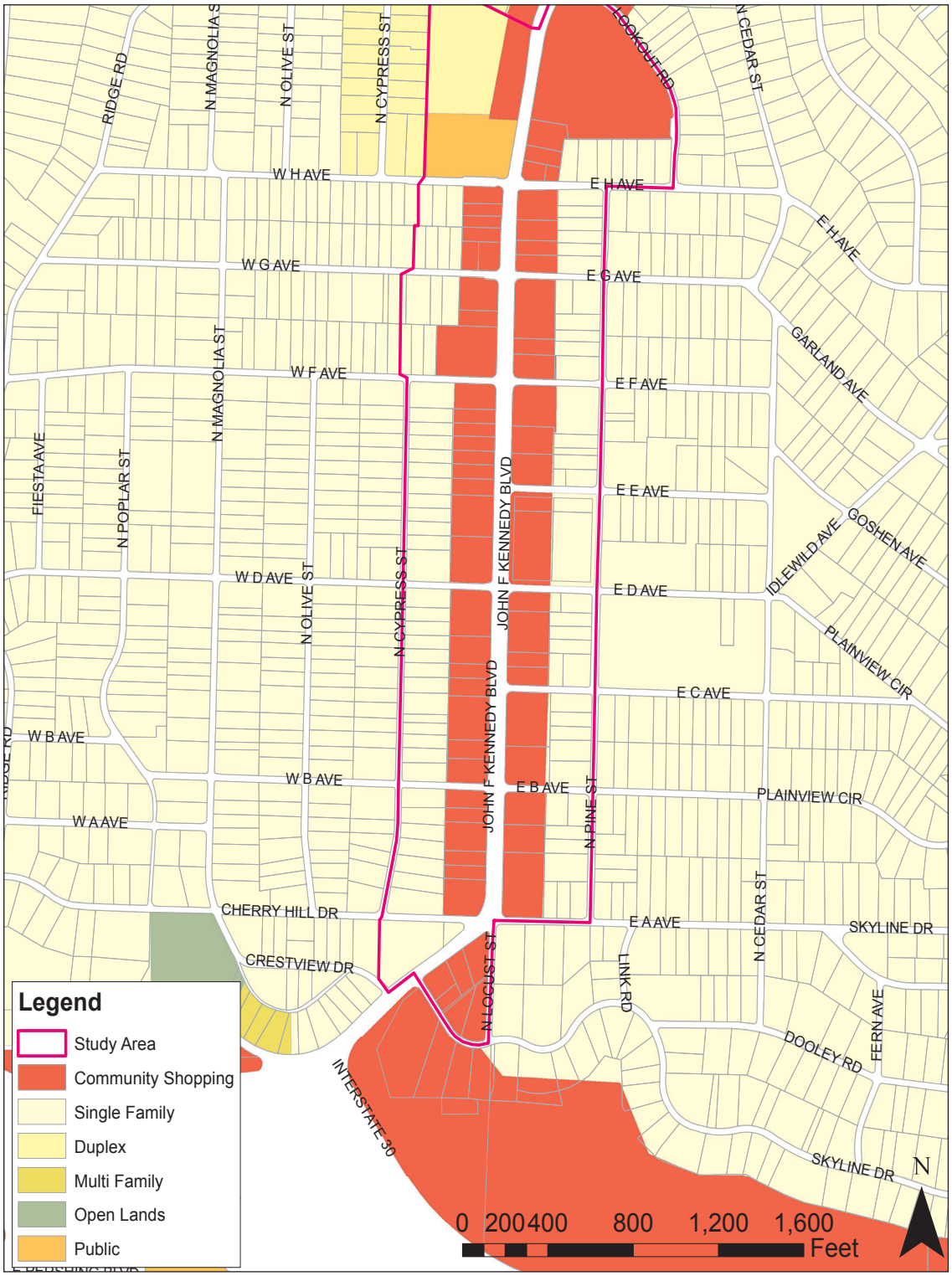
The city is bordered by the City of Sherwood to the north, the Arkansas River and Little Rock to the south and unincorporated Pulaski County to the west and east.

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

Adaptive Reuse Building in Park Hill

Retail Building in Park Hill

Existing Land Use



HOUSING CHOICES + LAND USE DIVERSITY

Existing Land Use and Zoning

Generally, existing zoning consists of commercial along JFK Boulevard adjacent to single-family residential zoning. The study area zoning also includes Open Lands (Park Hill Elementary School). The zoning map on Page 10 shows the locations of the zoning in relation to the roadways and various parcels in and around the study area.

Public Facilities, Parks, and Open Space

The map on Page 14 shows open space and publicly owned land within and adjacent to the study area. Within the area is one pocket park, and the land surrounding Park Hill Elementary. A current bike and pedestrian loop route has been organized through the Fit 2 Live Program. The major deterrent to its use is the two crossings of JFK Boulevard that is needed to run the loop route.

Example of R-3 Residential in Park Hill

HOUSING + TRANSPORTATION COST

Affordable Housing/Transition

The question of how affordable an area is has often focused heavily on housing costs. A common measure of housing

Table 2 - Park Hill Existing Zoning Summary

Zoning Category	Summary of Zoning Category	Within the Study Area?	Potential Conflict with Goals?
Local Shopping Center District (C-2)	The purpose of the C-2 District is to provide a place for the convenient retailing of goods and services in a small-scale shopping center. The standards for development are comparable to those for residential districts in terms of floor area square footage and traffic generation. When the size of the district serves its trade area, the district will not be expanded. New C-2 districts may be located when a new trade area develops.	Yes	Yes
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
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	No
Open Lands District (O-1)	The O-1 Open Lands District is composed of certain large open areas, land publicly owned and suitable for the location of public buildings and certain public facilities. The regulations of this district are designed to retain the open character and settings desirable for public facilities and certain other compatible uses.	Yes	Yes

Table 3 - Housing Diversity

Data Element	West Side of Hwy 107	East Side of Hwy 107
Households in Area	2905 (at least)	1770 (at least)
Owner Occupied Housing	65.20%	60.40%
Renter Occupied Housing	34.80%	39.60%
Vacancy Rate	12.85%	9.62%
Median Home Value	$116,600	$151,900
Rental Housing Built Before 1980	88.31%	64.26%
Rental Housing Built Before 1949	19.32%	11.88%
Median Contract Rent	$610	$695
Rental Structures with 20 or More Units	1%	2.99%
Rental Structures with 6 - 19 Units	2.40%	24.84%

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 (9) 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.[1]

The figure above shows the housing and transportation 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.

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

Project Area

The areas surrounding the JFK Corridor in Park Hill generally have a relatively high housing and transportation cost burden, with households spending more than 45 percent of the regional median income on housing and transportation costs. This is not surprising given that housing in Park Hill is more expensive than in other areas in the region. Home values in the area range from $30,000 to $200,000. There are still some foreclosures throughout the area, which are lingering from the downturn of the market. About 1/3 of all the current listings in the area are foreclosures. Park Hill is not included in the North Little Rock NSP Target Areas, which could have helped to absorb the higher number of foreclosures to help stabilize the area.

Due to the fact that the median income in Park Hill ($54,864) is also slightly higher than the regional median ($47,731), the

[1] For more information, see http://htaindex.cnt.org

widespread housing and transportation cost burden shown in the map may be slightly overstated for a typical Park Hill household.[2]

Park Hill also has a variety of architectural styles. Home construction ranges from the 1920's through present times, so the architectural styles include cape cod, ranch, craftsman, split level, shotgun, bungalow, contemporary and tudor. There is no large scale multifamily rental or ownership in the area and when viewing the street images found, it appears that majority of the housing is single-family.

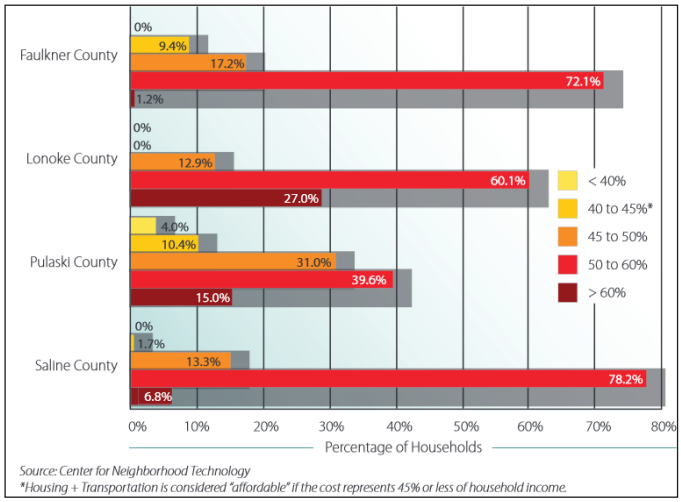
Although Park Hill is known as one neighborhood, there is a slight difference between the east and west sides of JFK Boulevard. JFK Boulevard is a larger road that serves as a divider cutting the neighborhoods. Ensuring connectivity of the neighborhoods on both sides of JFK is an obstacle which will be addressed.

The west side of JFK Boulevard contains more than 2904 households and flows into the Levy Neighborhood. The west side of JFK also has a lower median home value, a higher vacancy rate and a lower median contract rent. The table on Page 12 illustrates these and other differences between the Park Hill neighborhood(s) on either side of JFK.

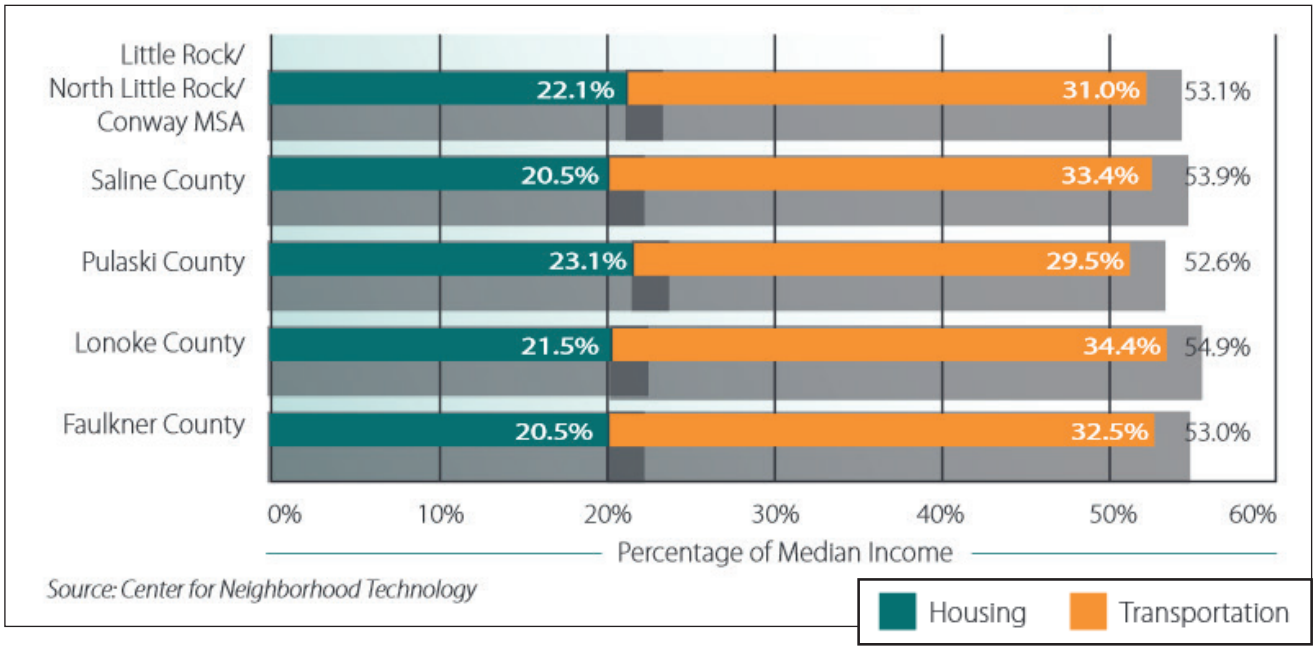
While the *North Little Rock Consolidated Plan and Annual Action Plan* calls out target areas, Park Hill is not included. There also haven't been any Community Development Block Grants or HOME investments in the area, and no Low-Income Income Housing Tax Credits or Section 8 properties found in the planning area. On the west side of JFK, a total of 99 housing assistance vouchers are used, while on the east side of JFK, only 12 are used.

The adjacent west neighborhood, Levy, also has lower average property values and could be impacting the west side of JFK Boulevard.

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



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



[2] 2007 - 2011 ACS Five-Year Estimates

Public Lands + Flood Zone

ENVIRONMENTALLY RESPONSIBLE DEVELOPMENT

Ecology + Habitat

The presence and condition of vegetation and street trees varies significantly throughout Park Hill, with limited street tree present. JFK Boulevard especially lacks street trees. The lack of street trees on JFK Boulevard, combined with narrow sidewalks immediately adjacent to the edge of traveled way, multiple vehicular travel lanes and parking-dominated frontages contribute to an auto-oriented public realm suburban in character.

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.

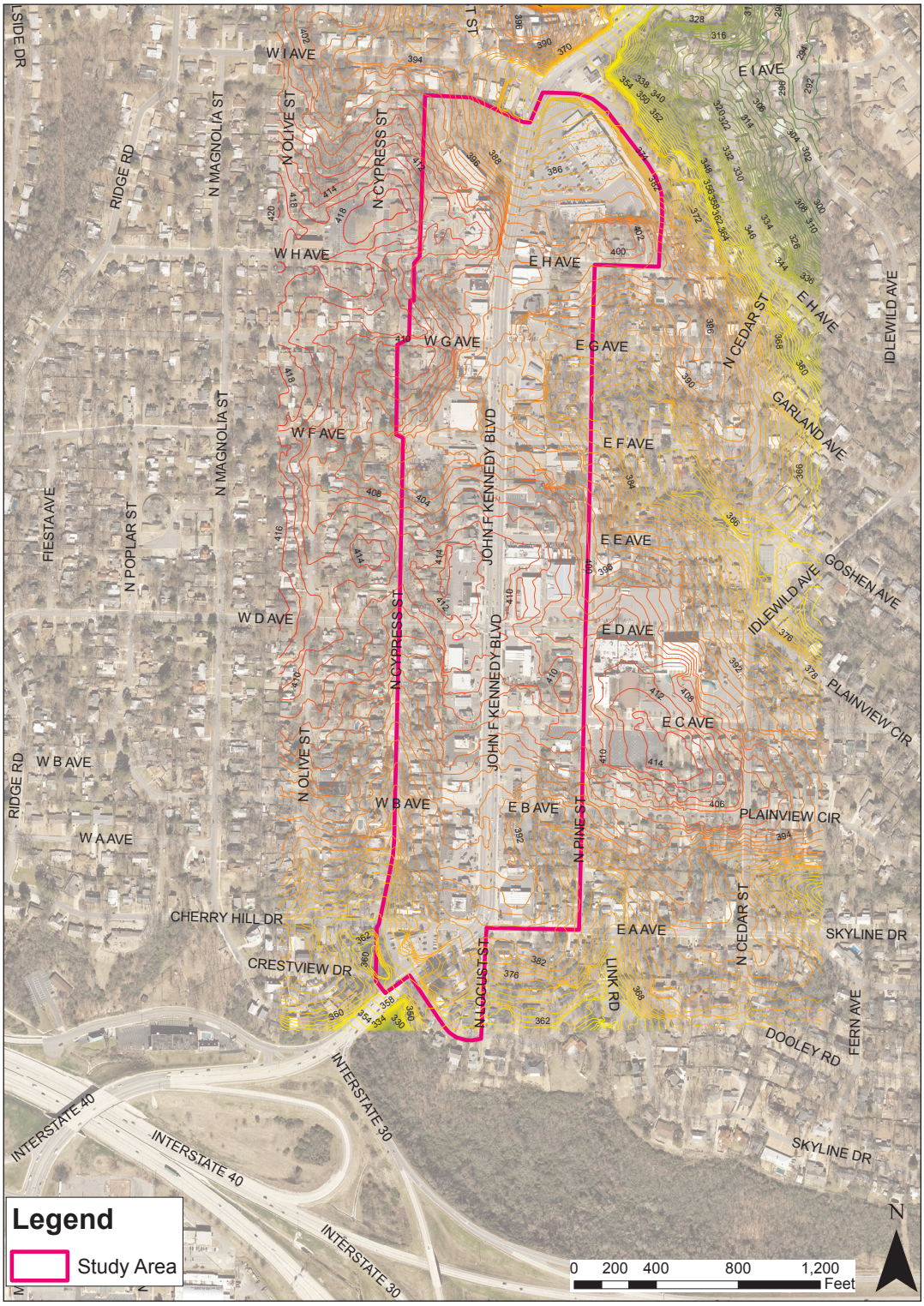
Topography

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. There is potential for conflicts along JFK Boulevard at the north end of H Street and on the south end at A Street. The Park Hill Elementary site contains significant topography within the parcel, but there is substantial acreage on the property that will allow any potential development to work with the topography.

Existing Open Space in Study Site

The famous Old Mill lies near the study site
Source: City of North Little Rock Website

Topography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JOHN F KENNEDY BLVD
N CEDAR ST
IDLEWILD AVE
GARLAND AVE
GOSHEN AVE
PLAINVIEW CIR
SKYLINE DR
FERN AVE
DOOLEY RD
LINK RD
N PINE ST
N LOCUST ST
CHERRY HILL DR
CRESTVIEW DR
FIESTA AVE
N POPLAR ST
INTERSTATE 40
INTERSTATE 30
Legend
Study Area
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Feet
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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. Therefore, this discussion focuses on ground-level ozone and particulate matter. 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.

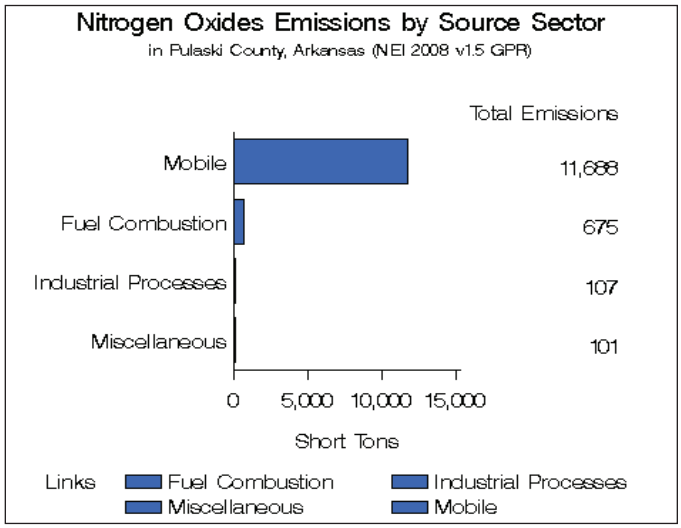
Ground-level Ozone

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.

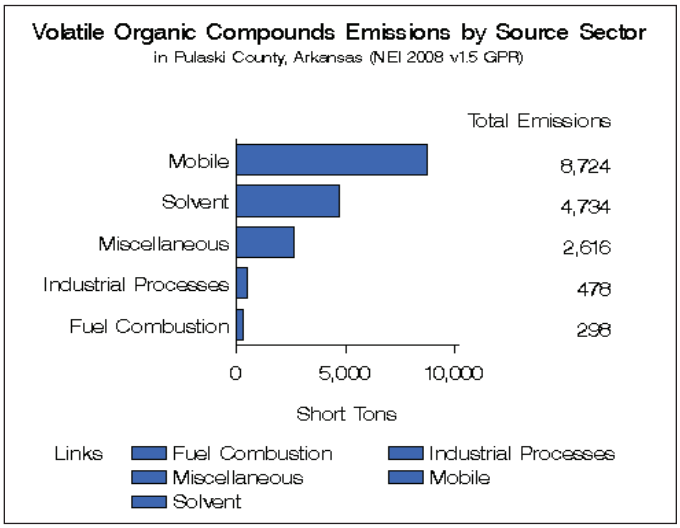
In 2008, EPA strengthened national standards for ground-level ozone to 0.075 parts per million, averaged over an 8-hour period. Thus far, the only county in Arkansas to be designated as part of a nonattainment area for the 2008 ozone standards is Crittenden County near Memphis, TN. However, there are 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.

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

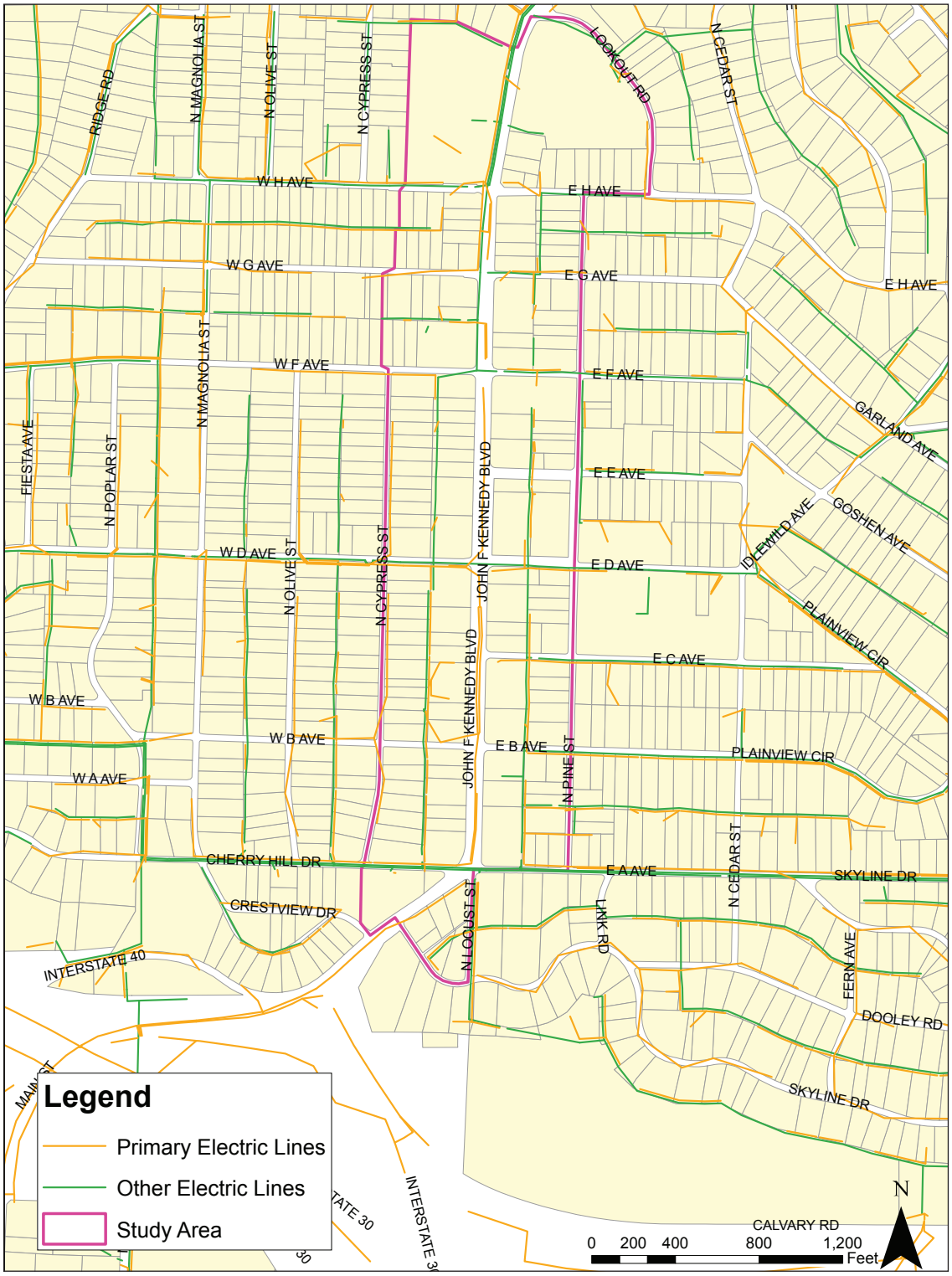
Nitrogen Oxides Emissions by Source



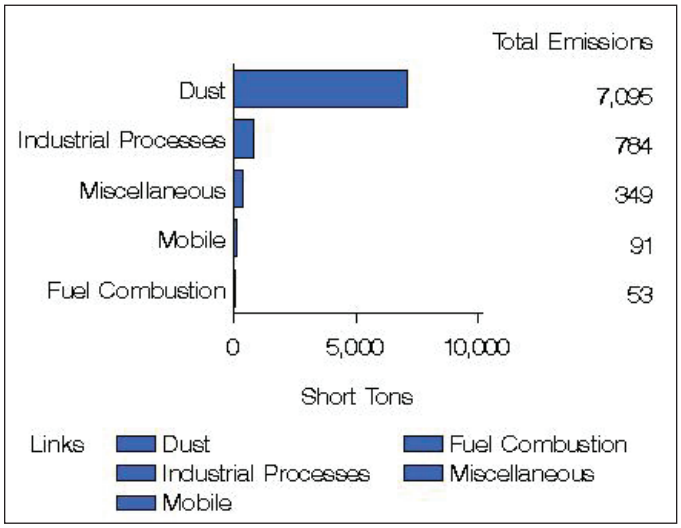
Volatile Organic Compounds by Source



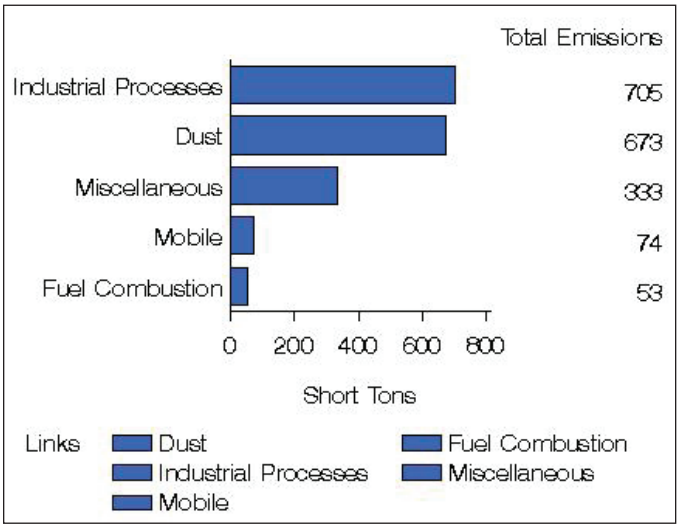
Electrical Utilities



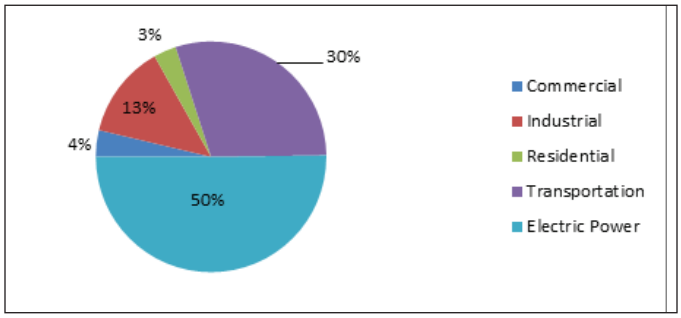
PM 10 Emissions by Source Sector



PM2.5 Emissions by Source Sector

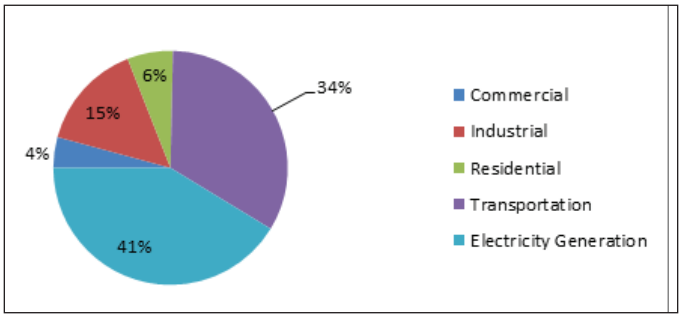


2011 Arkansas CO2 Emissions



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

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 issues. US EPA groups particle pollution into two categories:

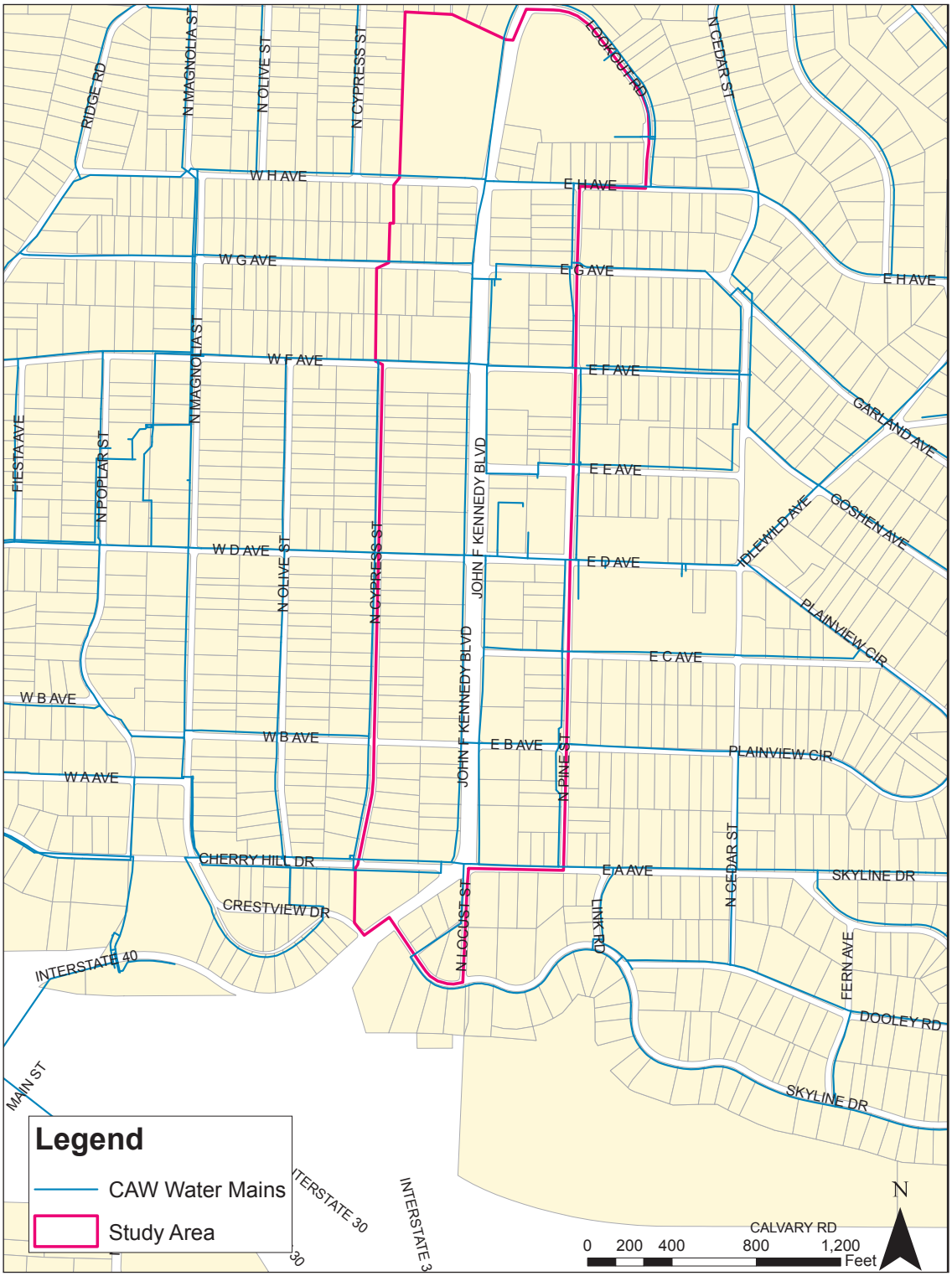
- "*Inhalable coarse particles*" are between 2.5 and 10 micrometers in diameter.
- *"Fine particles"* are 2.5 micrometers in diameter and smaller. These particles can be directly emitted from sources such as forest fires, or they can form when gases emitted from automobiles, power plants, and industries react in the air.

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 above show the relative contribution of mobile sources to PM-10 and PM-2.5 emissions in the MSA. The charts indicate that mobile sources are not a primary source of PM-10 or PM-2.5 emissions.

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 (CO2), are produced and emitted through both natural processes

Water + Wastewater



Existing Stormwater and Utility Infrastructure in Park Hill

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 CO2 emissions only. However, in 2011, CO2 emissions account for 84 percent of all GHGs emitted nationwide.[3] 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 on Page 19, transportation contributed 30 percent of all CO2 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 (VMT) will likely result in reduced GHG emissions from the transportation sector.

WATER

Central Arkansas Water provides potable water to the study area 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." These systems are shown on Page 20.

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 area is currently undergoing upgrades to its water and sewer lines."

Drainage and Floodplain

Per City of North Little Rock, there are no flood-prone areas within the study area. Additional information is needed regarding existing flooding concerns and topography. FEMA floodplain mapping is not available for Pulaski County.

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 via overhead wires and poles, often overhead wire/pole service from east-west streets and from the rear of properties located fronting north-south Cypress Street, Pine Street and JFK Boulevard. Overhead service is not observed on Cypress Street or Pine Street. Overhead service is not observed on JFK Boulevard south of F Avenue.

Brownfields

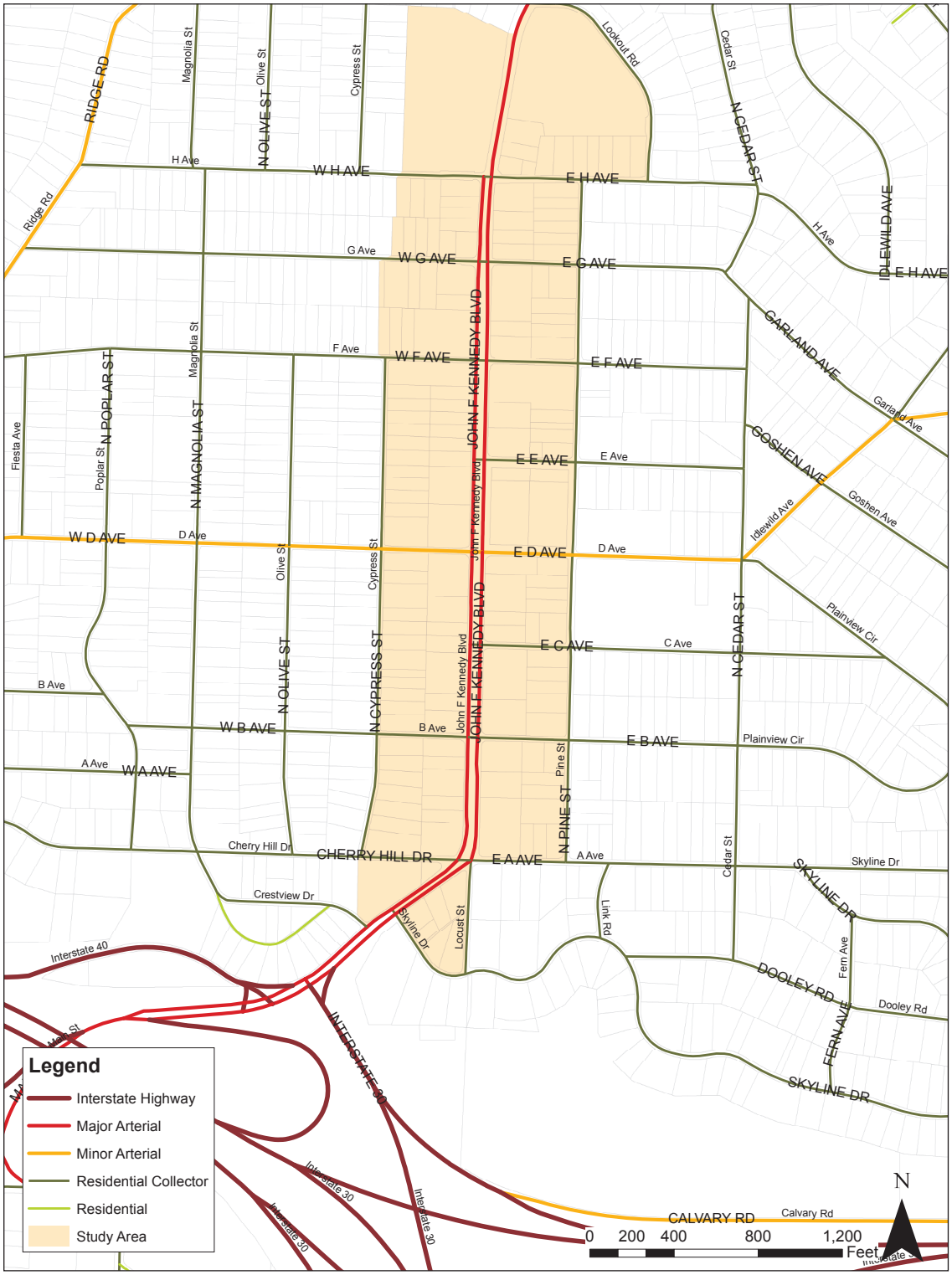
A brownfield is a parcel of property where commercial, industrial, or agricultural use may have contaminated the site with a hazardous substance, thereby complicating prospects for expansion, redevelopment, or reuse. Previous or existing property use can result in contamination of the soil and/or underlying groundwater. Light industrial and commercial activities, such as dry cleaners, gas stations, and automotive repair, are common sources of contamination. 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; [4]
- Arkansas Department of Environmental Quality's Brownfields Viewer. [5]

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

[3] U.S. EPA, Overview of Greenhouse Gases, http://www.epa.gov/climatechange/ghgemissions/gases.html
[4] http://water.epa.gov/polwaste/green
[5] U.S. EPA, Cleanups in My Community, accessed January 2014, http://ofmpub.epa.gov/apex/cimc/f?p+cimc:63.

Major Thoroughfares



TRANSPORTATION CHOICES + MOBILITY

Transportation Overview

Park Hill has some of the most traditional neighborhood streets in North Little Rock, with low-traffic residential streets forming a dense and walkable street grid. At the same time, the Park Hill neighborhood is literally divided by the high speed auto traffic racing along JFK Boulevard all day long. It is interesting to note that JFK Boulevard - which once functioned as a neighborhood amenity and contributed to Park Hill's character (in its previous incarnation as a compact road with on-street parking and graceful sidewalks), is now described by residents and merchants as a monster, a hurdle or a barrier, a traffic sewer, and even a "kill zone."

This section contains a brief summary of the transportation assets, challenges and opportunities in the Park Hill Jump Start plan area. It is intended to inform the development of a community-based vision for how to improve transportation choices in Park Hill, as well to help prioritize investments in new infrastructure to create better walking and biking conditions, establish potential new transit connections, create more convenient and efficient parking arrangements for commercial businesses, and accommodate both local and pass through vehicles. Success in Park Hill transportation will be critically important for the continued vitality of this area and an essential outcome of this planning process.

Transportation Demographics

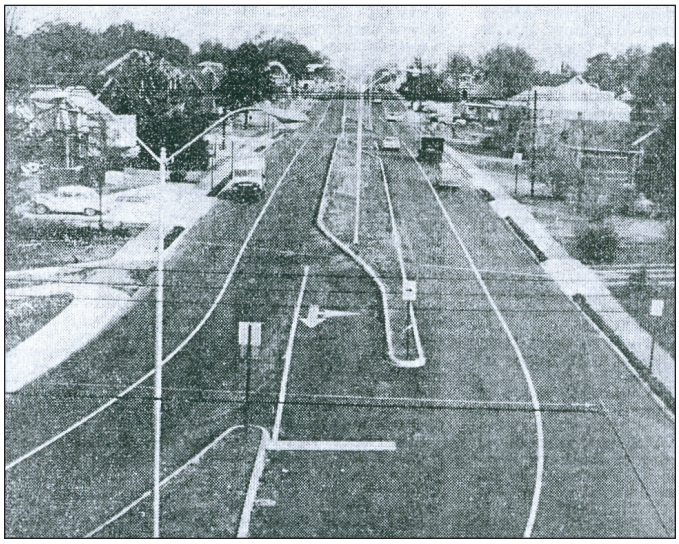
The 2012 American Community Survey (ACS) shows that just over 49% of households in North Little Rock own two or more cars, just over 85% of North Little Rock workers commute by automobile, and mean travel time to work was approximately 19 minutes. These figures track closely with state and national averages. Additionally, nearly 51% of North Little Rock households own no more than one car (with just over 12% of households owning no car at all).

Existing Policies, Plans + Infrastructure

The primary transportation infrastructure in the Park Hill plan area consists of:

- The street network (JFK Boulevard and the lettered side streets) consisting of vehicular and pedestrian travel ways, as discussed in more detail below;
- Central Arkansas Transit's (CAT) fixed-route bus transit service (most importantly the #10 bus connecting to downtown North Little Rock);
- Various curbside amenities for transit passengers waiting at CAT bus stops (shelters, benches, trash cans, etc).

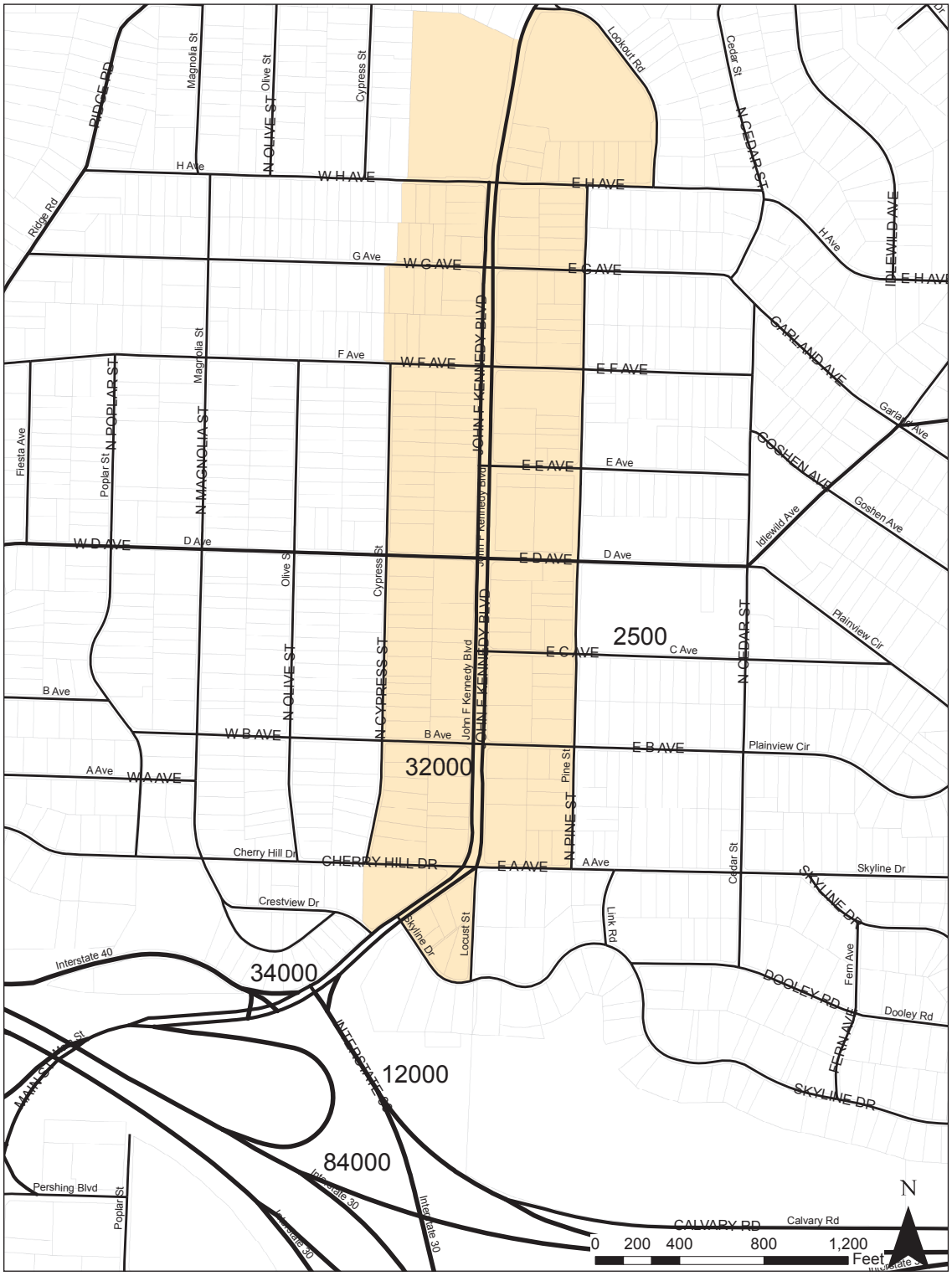
No transportation policies or plans relevant to the Park Hill plan area were available for analysis.



JFK Boulevard in Park Hill in 1963
Source: City of North Little Rock

JFK Boulevard today

Traffic Counts



Local Access and Circulation

Local access within the plan area and regional access to and through the plan area is adequate due to the dense street grid and regional road connections. However, as discussed above, JFK Boulevard is a major barrier within the plan area that undermines the benefits of a gridded street network. The high number of driveway curb cuts to access off-street parking lots - like the one shown above– creates conflicts between pedestrians and vehicles and likely increases auto traffic congestion and collisions.

Auto Traffic Volumes

No traffic volume data was available. Observations suggested that all the lettered east-west streets have very low traffic volumes, as appropriate for their capacity and residential context. In addition, anecdotal data was provided that suggests that JFK Boulevard carries 33,000 cars per day, making it the "second busiest road in the county" in terms of Average Daily Traffic (ADT). However, since the traffic engineering rule of thumb is that each travel lane can handle 10,000 cars per day, this four-lane cross-section should be able to handle 40,000 ADT easily, and perhaps more with optimized turn lanes and 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..

Excessive driveway for parking access creates unnecessary congestion and collisions

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QUALITY PLACES + HEALTHY COMMUNITIES

HEALTH RESOURCES/RANKINGS

Connection of Health 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 US population.[7] 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.

Access to Quality Foods

Consuming healthy foods is 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.[8] 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, 10 percent of Pulaski County residents have limited access to healthy foods.[9] In most cases, these residents are both low income and live in locations with poor access to healthy food sources.[10]

The closest grocery store to the Park Hill area is located at 4401 Camp Robinson Road, approximately 1.5 miles away. There are no farmers markets held in the Park Hill neighborhood. The closest farmers markets are located at Lakewood Village shopping center and in the Argenta neighborhood, which are both approximately 2.1 miles away.[11]

[7] 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.

[8] CDC Behavior Risk Factor Surveillance System - Prevalence and Trends Data, 2009

[9] 2013 County Health Rankings

[10] 2010 USDA Food Environment Atlas

[11] USDA "Know Your Farmer" Food Compass, http://www.usda.gov/wps.portal.usdausdahome?navid=KYF_COMPASS

Table 4 - Health Snapshot Matrix

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

[1] 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

[2] Age 20 or older.

[3] National Diabetes Information Clearinghouse, 2011.

[4] 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.

[5] Data from 2010 unless otherwise noted.

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

[7] CDC Adult Obesity Facts, 2012

[8] 2013 County Health Rankings and Roadmap

[9] CDC Behavior Risk Factor Surveillance System, 2010 Prevalence and Trends Data

[10] Median rate for all states.

[11] 2013 County Health Rankings and Roadmap

[12] CDC, State Indicator Report on Physical Activity, 2010. http://www.cdc.gov/physicalactivity/downloads/PA_State_Indicator_Report_2010.pdf

[13] CDC, U.S. Physical Activity Statistics, 2008.

[14] 2013 County Health Rankings and Roadmap

[15] 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.

[16] National Health Rankings, which used data from 2010-2011

[17] 2013 County Health Rankings and Roadmap

WALKABLE COMMUNITIES

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

W.C. Faucette Park
Source: Arkansasties.com

OUTDOOR ACTIVITIES

Open Space

W.C. Faucette Memorial Park, a small pocket park in good condition, sits at the far southwestern corner of the study area at Magnolia Street and Cherry Hill Drive.

Three other neighborhood parks - Idlewild Park, Crestview Park and Fearneyhough Park - are within a 5-minute walk of the study area boundary. A proposed "family fitness loop" traverses the study area on F Avenue and A Avenue with the intent of connecting the four parks.

No conservation areas or nature trails exist within the study area.

North Little Rock Parks and Recreation Department - Parks and Recreation manages active programs throughout the year and the community. From infants to adults, the programs include sports, activities, special events and after school programs.

North Little Rock Neighborhood Services Department - An on-going department that manages the various grants and programs on behalf of different organizations and programs within the city.

Some of those include:

- Management and Promotion of the Downtown Riverside RV Park;
- Event Applications;
- Adopt-A-Street Applications;
- City Beautiful Grants;
- Neighborhood Beautification Grants;
- Fit 2 Live Community Garden Grants; and
- Management of the Neighborhood Group Meetings List.

North Little Rock Fit2Live Program - Commissioned by the Mayor's Office the Fit 2 Live initiative strives to:

- Create an environment that empowers our community to recognize and adopt healthy life choices;
- Collect evidence-based data;
- Build partnerships to identify and share resources;
- Develop and reinforce policy initiatives that support these goals; and
- Promote and implement innovative programs and practices.

Projects and programs include building community gardens, promoting employee wellness, creating a better built environment, focusing on safe routes to schools and helping with school wellness.

In Park Hill, an initiative that was provided for analysis is the walking and biking loop route through the plan area. As shown in the following figure, the loop runs for nearly 2 miles. However, while the route has been identified on a map, it has been difficult to get the resources to provide signage to mark the route and to create better crosswalk treatments where the loop crosses JFK Boulevard (at A and F Streets). As a result, this loop route is underutilized as a neighborhood resource.

North Little Rock Fit2Live Garden
Source: nlrfit2live.org

STRENGTHS, WEAKNESSES, OPPORTUNITIES + THREATS

Strengths

- **Existing grid network** - A connected grid means pre-existing right-of-way as well as a well-connected community.
- **Stable neighborhood** - The Park Hill study area has low crime, an active and engaged community, and a steady housing market, making the area ideal for a project.
- **Historic/unique, high quality architecture**- Since Park Hill developed in the 1920's, much of the architecture has a great deal of historical character, giving neighborhood a unique sense of identity.
- Engaged community
- General consensus for neighborhood improvements
- **Quality small businesses** - With restaurants, yoga studios, and other specialty stores, Park Hill is already serving as a destination for high-quality retail.
- Strong neighborhood association
- Growing Merchants' Association (already collecting dues)
- Branded Park Hill Neighborhood (Perfectly Park Hill)

Weaknesses

- Poor sidewalk and ADA conditions
- **Dangerous crossings** - Due to the high traffic and fast speeds of cars on JFK Boulevard, crossing the street on foot is difficult and divides the neighborhood into an two neighborhoods.
- Dangerous driving conditions
- **Above ground utility poles** - The above ground utility poles in the area are not only an eyesore but also limit trail possibilities by preventing the recreational use of the easement area.

Opportunities

- Metroplan discretionary infrastructure funds
- Community support for change, consensus on major issues
- **Large site for redevelopment at Park Hill Elementary and Lake Hill Shopping Center** - The site of the elementary school and Lake Hill Shopping Center provide the unique opportunity to create a meaningful anchor and destination to the Park Hill neighborhood.
- Local developers with infill experience
- **Trail connections** - Trail connections not only encourage a healthy and active community but also connects the neighborhood and regional parks through a safe pedestrian linkage.
- **Street car connections (possibility to extend in future or with rubber trollies)** - Metroplan has expressed interest in expanding the River Rail streetcar north to Park Hill from Downtown North Little Rock and Little Rock, which would provide a convenient transit line to the downtown core.

Threats

- Limits on redesign possibilities due to Highway Department jurisdiction
- Lack of zoning enforcement
- Potentially prohibitive costs of renovating Park Hill Elementary, lack of consensus on whether to save historic portion of Park Hill Elementary building
- **Market conditions (not supporting immediate (re)development)** - Although Park Hill is a stable neighborhood, slow economic growth in Central Arkansas and North Little Rock mean little demand for redevelopment of the neighborhood at this time.

PUBLIC ENGAGEMENT

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JUMP START INITIATIVE

Planning for Sustainable Growth

Park Hill – Draft Design Review

February 7, 2014

GATEWAYPLANNING
A VIALTA GROUP PARTNER

ICF INTERNATIONAL

catalyst

Walkable and Livable Communities Institute

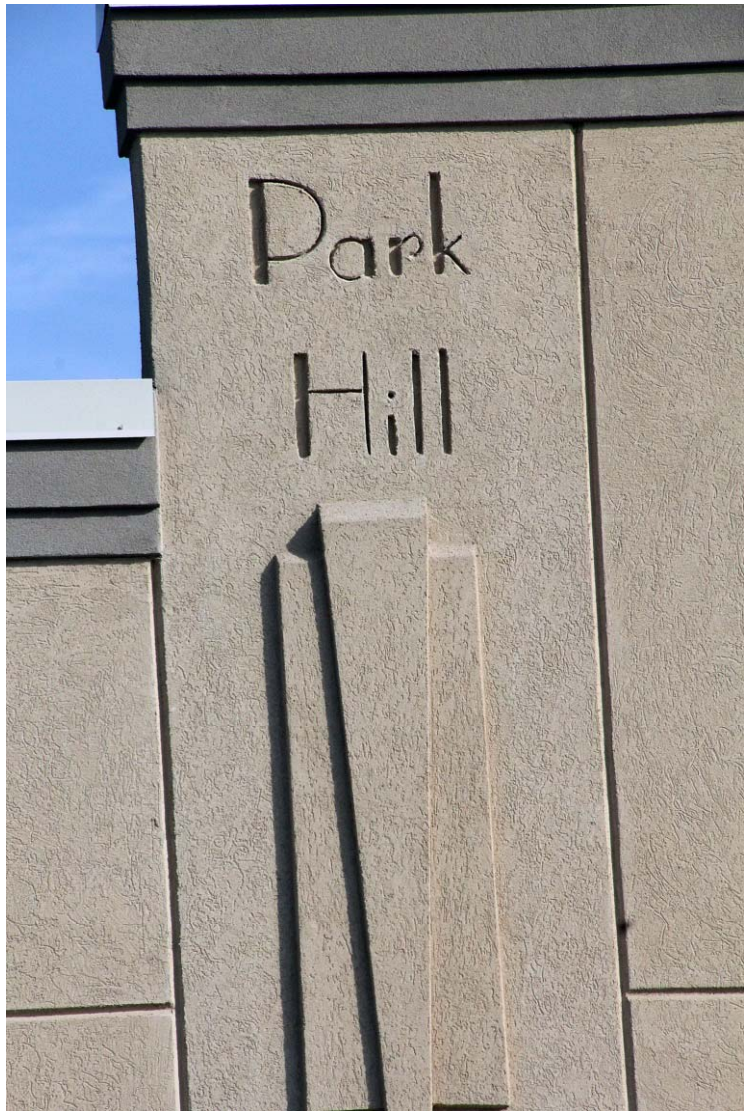
Horsley Witten Group
Sustainable Environmental Solutions

METROPLAN
SMART PLANNING MAKES SMART PLACES.

IMAGINE CENTRAL ARKANSAS
Plan Smart. Live Smart.

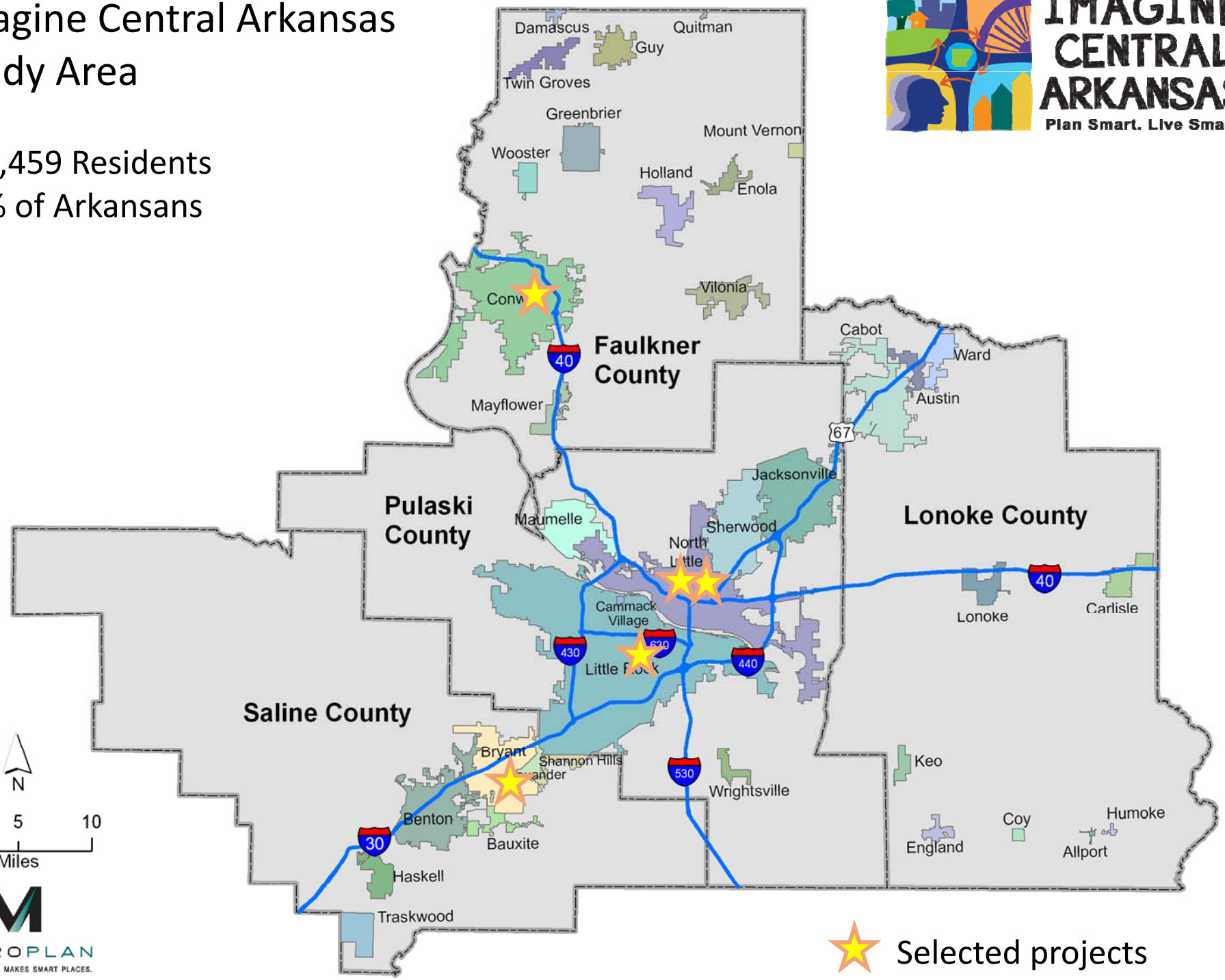
Tonight's Presentation

- **Where We've Been**
- **Our Understanding**
- **Built Environment – Zoning**
- **Public Realm – Streets**
- **Connections – Region**



Imagine Central Arkansas Study Area

671,459 Residents
22% of Arkansans



IMAGINE CENTRAL ARKANSAS
Plan Smart. Live Smart.

PH
Historic
PARK
HILL
PH
Historic
PARK
HILL

753-6200
SALON

MHC
431 RCH

December Visioning Meeting

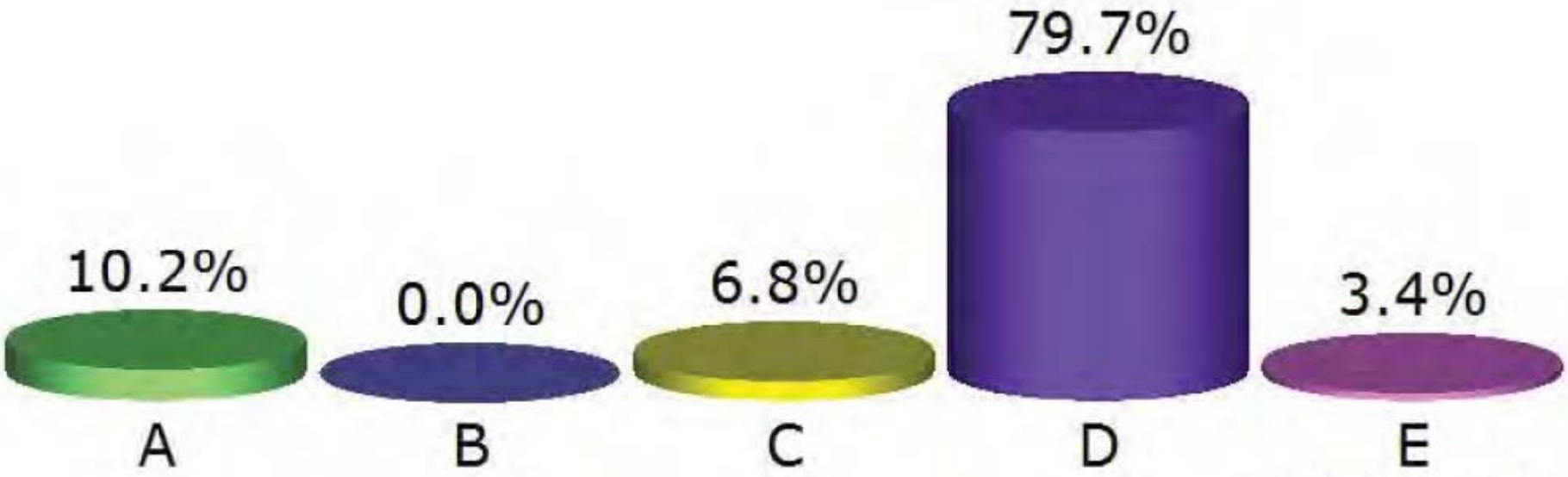
Collective Input from Park Hill Community

Comment	Tally	
Enhance pedestrian and bicycle facilities to improve access and safety	●●●●●●●●●●	(10)
Improvements to JFK that address parking and access design, slow traffic where necessary	●●●●●●●●●●	(10)
Additional greenery, parks, landscaping	●●●●●●●●●	(9)
More restaurants and cafés	●●●●●●●●●	(9)
Specialty market or grocery store	●●●●●●●●	(8)
Strengthen small businesses through improvements to building form and quality	●●●●●●●	(7)
Additional mixed use/infill development	●●●●●●	(6)
More signage, gateways, and landmarks	●●●●●	(5)
Repurpose/develop Park Hill Elementary School site	●●●●●	(5)
Community/public/education/event space	●●●●	(4)
On-street parking	●●●	(3)
Link Park Hill Elementary and Lakehill Shopping Center	●●	(2)
Free Wi-fi	●●	(2)
Limit height to 4 stories or fewer	●●	(2)

Survey Results

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

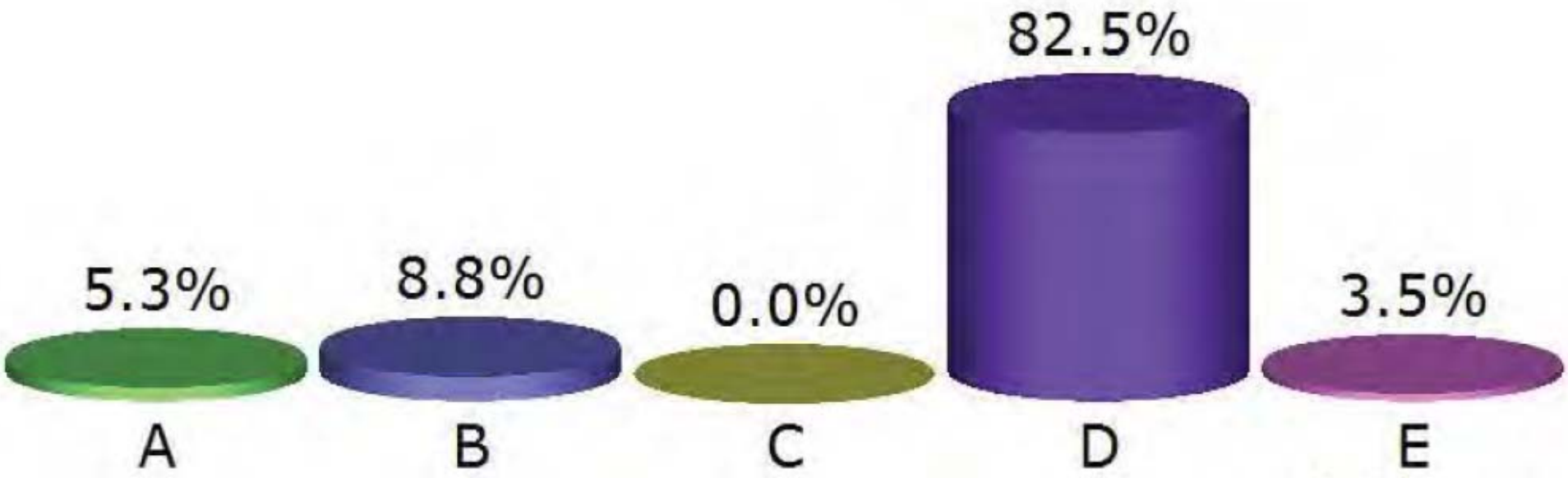
   a. Respect the neighborhood character of NLR, encouraging high quality architecture and building materials
   b. Embrace neighborhood amenities like parks and other public spaces on or nearby the project area
   c. Focus on walkability and access to trails and bicycling routes
   d. All of the above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



Survey Results

11. What is the greatest deterrent to development in the Park Hill Study Area?

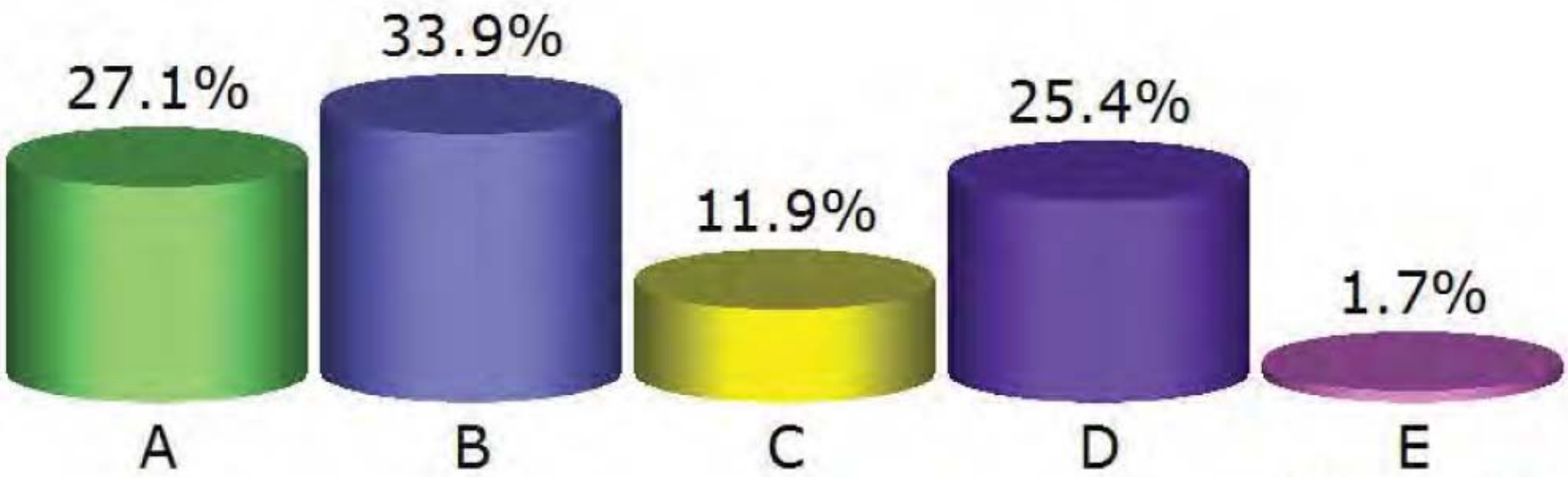
a. Walkability and safety on streets
b. Access and traffic patterns
c. Traffic speeds
d. All of the above
e. None of the above or something else (comment card)



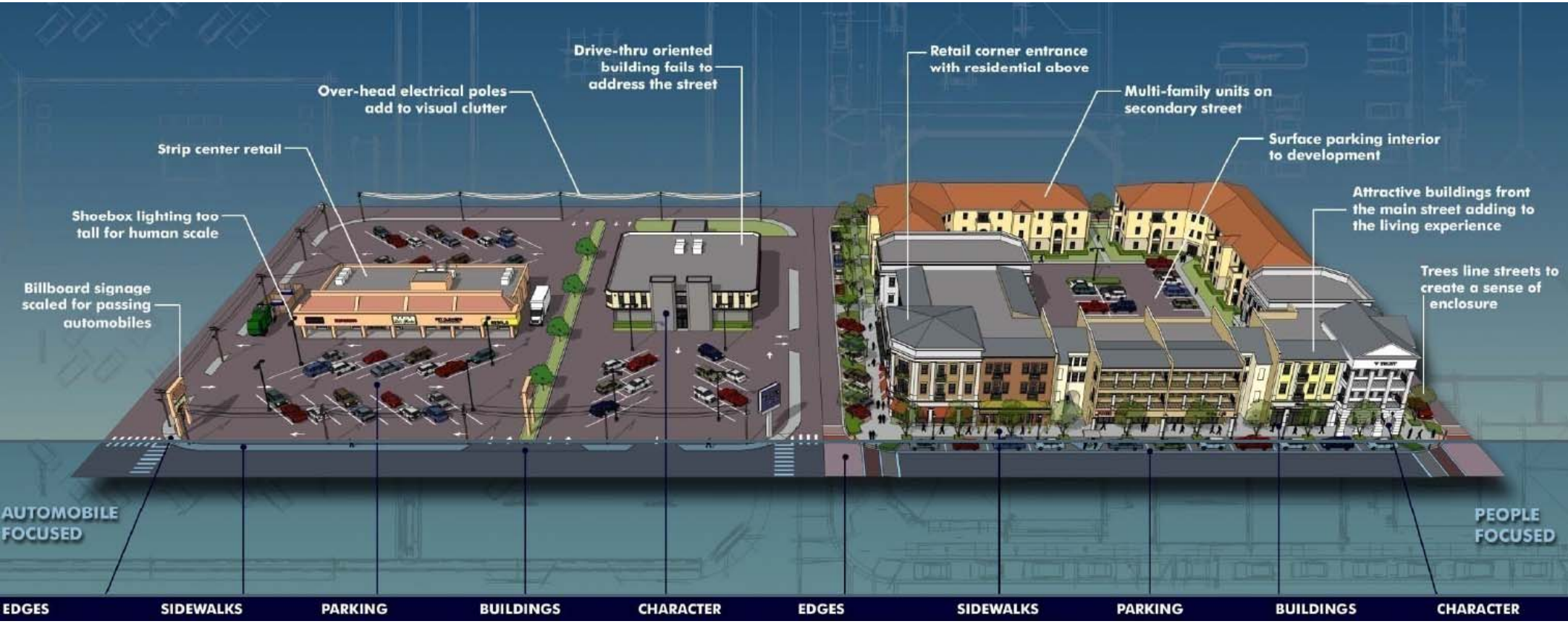
Survey Results

12. Future improvements to Park Hill 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)



Hide the parking lots



Context Sensitive Solutions (CSS)

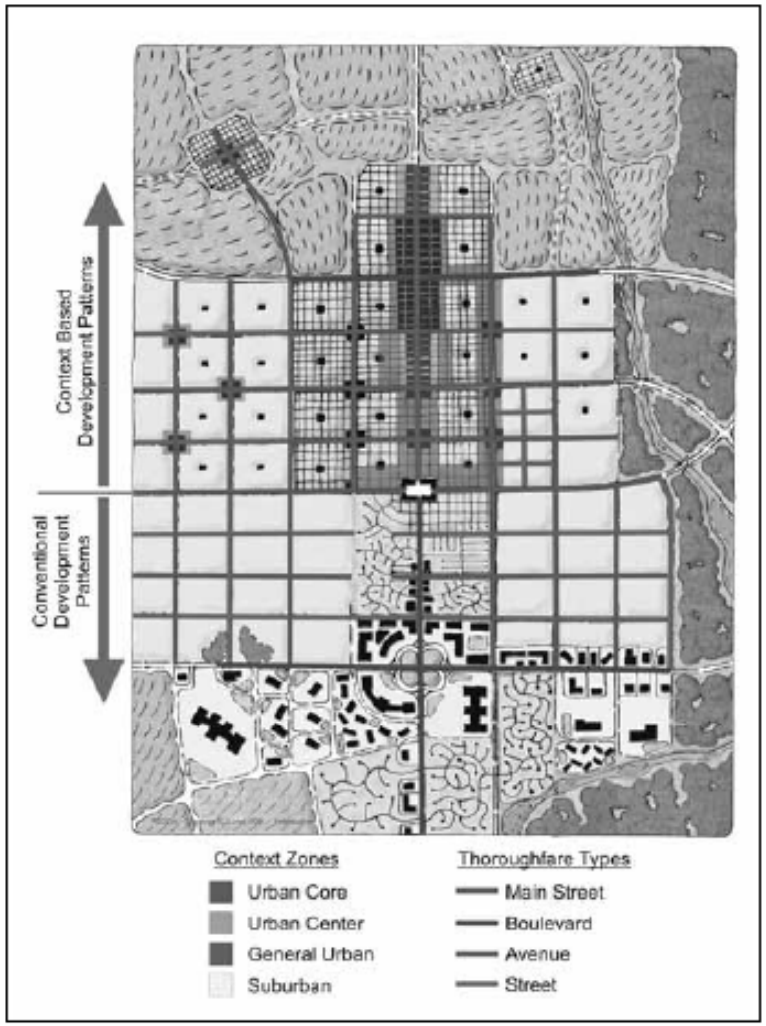
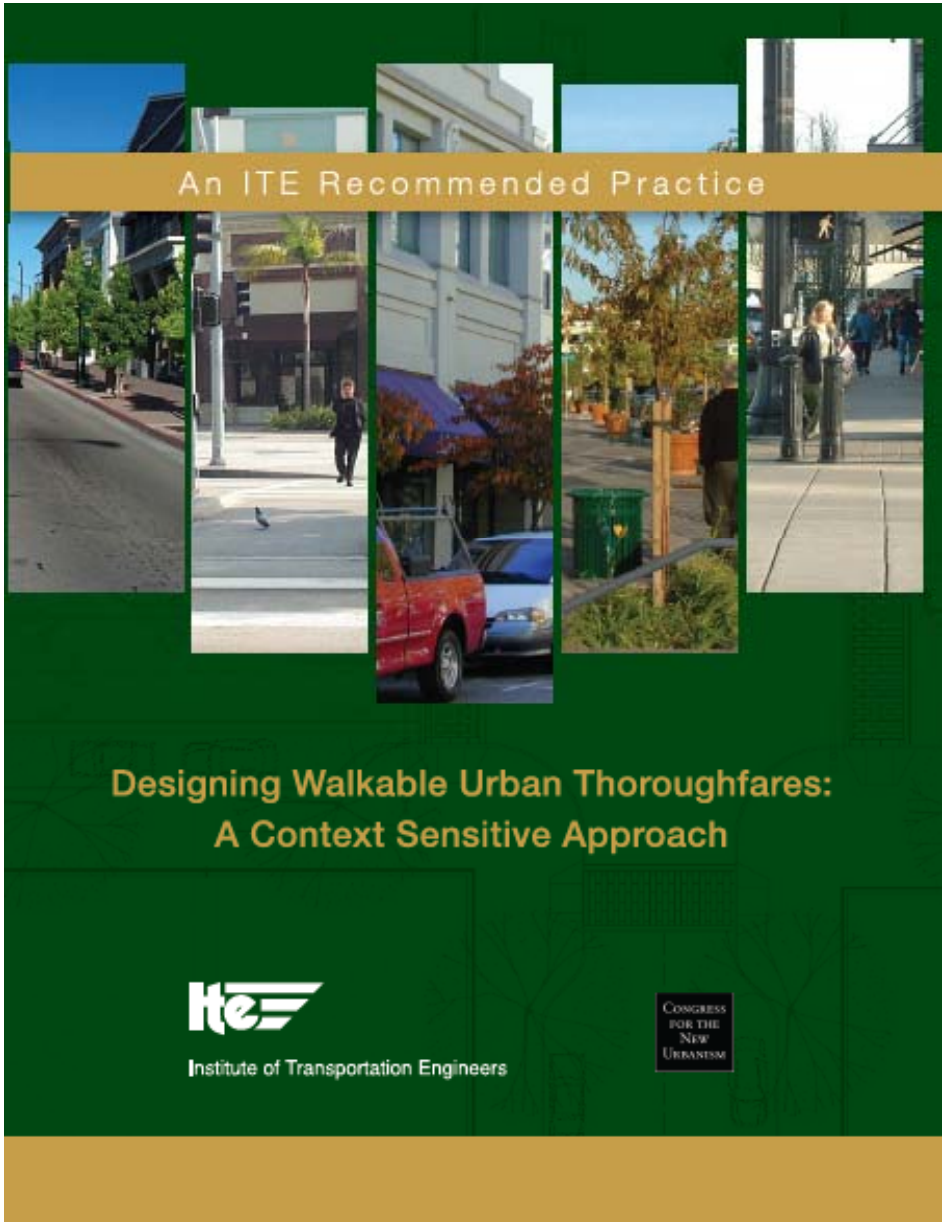


Figure 3.3 Context based development patterns are formed around a highly connected network of walkable thoroughfares. Source: Thomas Low (DPZ) and Digital Media Productions.



Local Examples of CSS

Create the outdoor living space

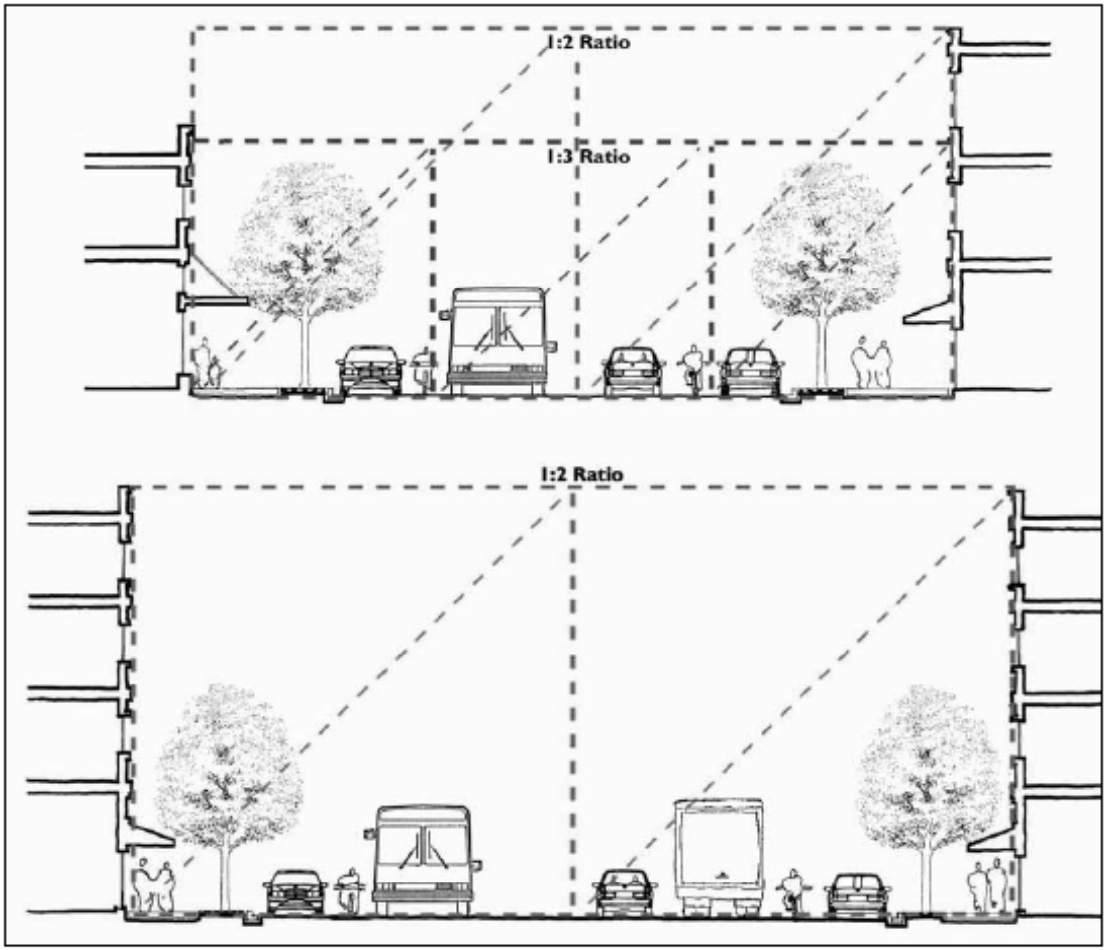
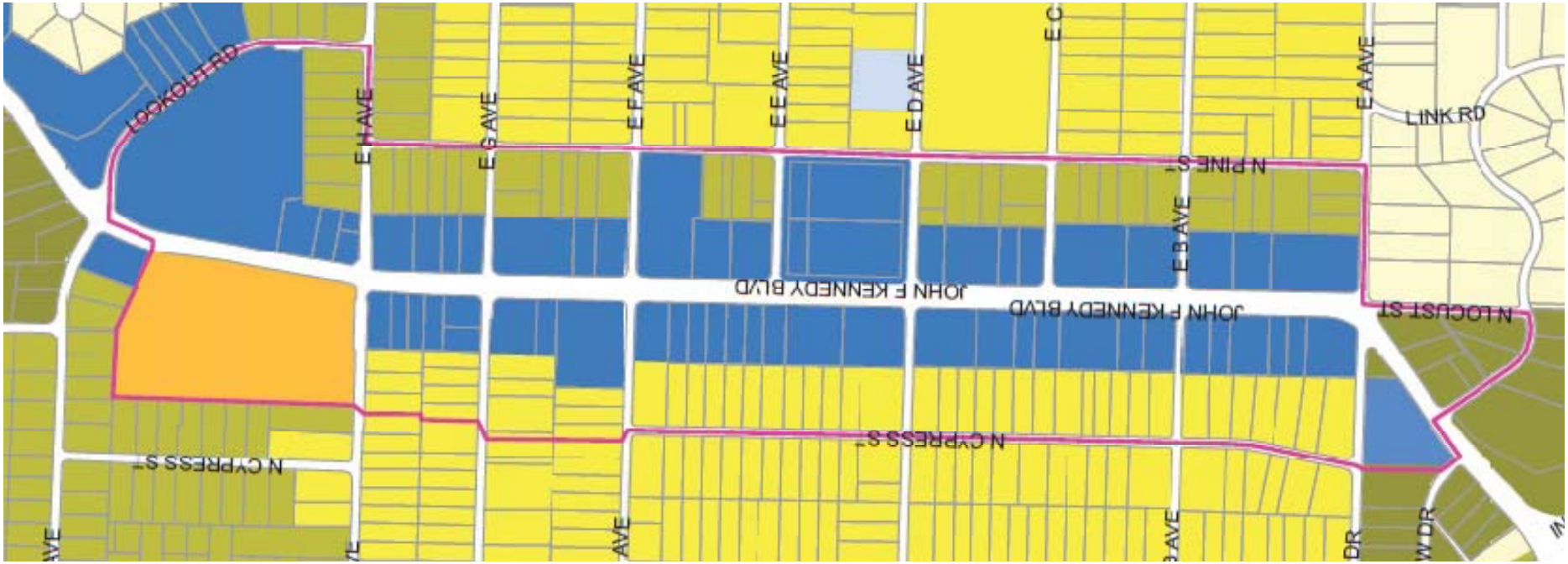


Figure 4.2 Illustration of height to width ratios that create a scale on thoroughfares that is comfortable to people and encourages walking (human scale). Human scale ratios fall between 1:3 and 1:2 as measured from the building fronts. Source: Community, Design + Architecture.

Built Environment – Zoning



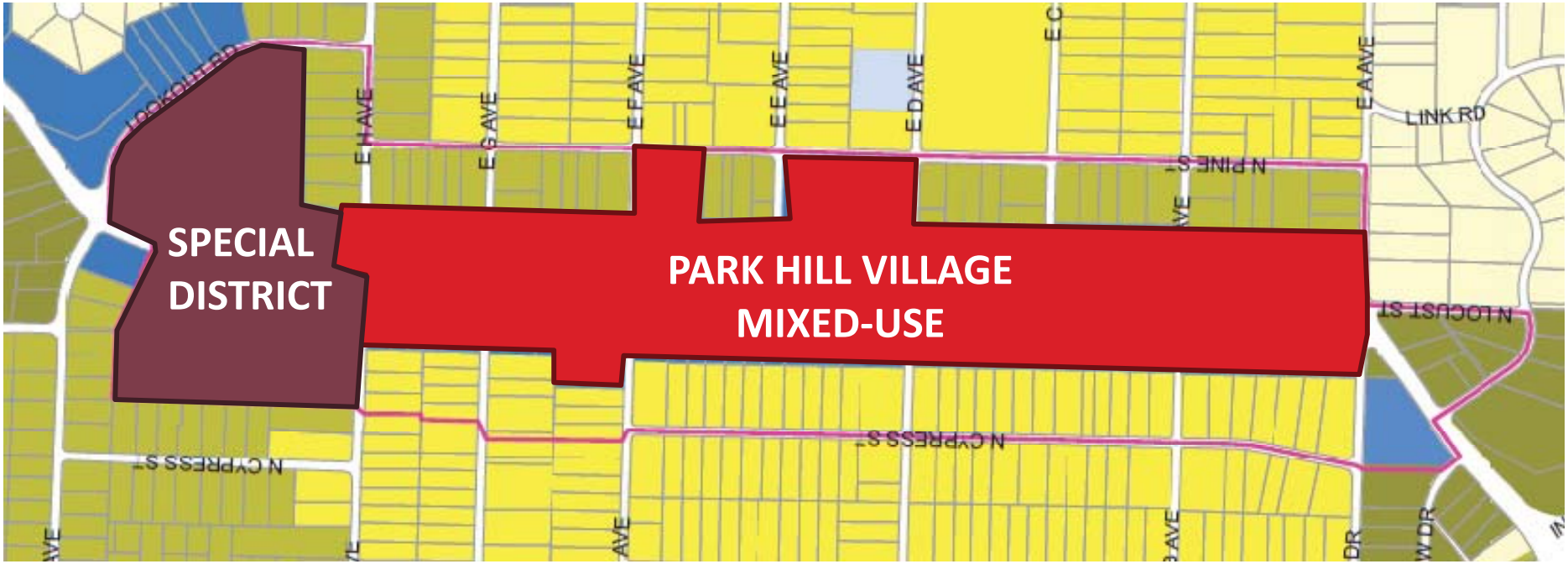
Zoning Categories

- C-1
- C-2
- C-3
- C-4
- I-1
- O-1
- R-1
- R-2
- R-3
- R-4

Generally, C-3 becomes a Mixed-Use Zone

Lakehill Shopping Center and Park Hill Elementary become Special District for performance based development.

Built Environment – Zoning



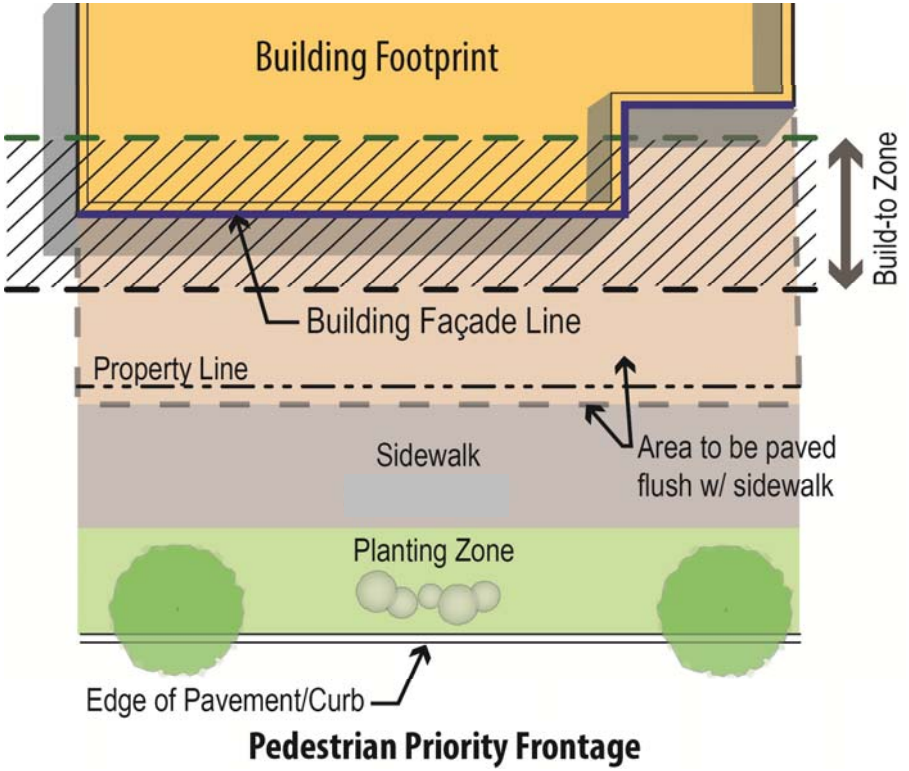
Zoning Categories

- C-1
- C-2
- C-3
- C-4
- I-1
- O-1
- R-1
- R-2
- R-3
- R-4

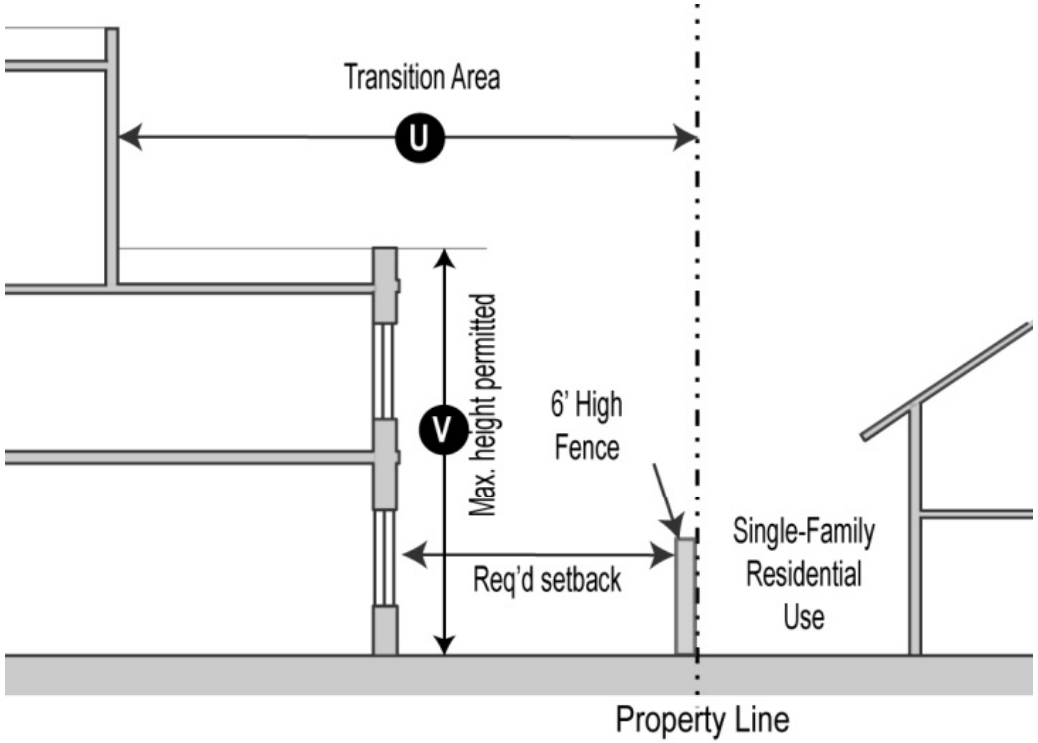
Generally, C-3 becomes a Mixed-Use Zone

Lakehill Shopping Center and Park Hill Elementary become Special District for performance based development.

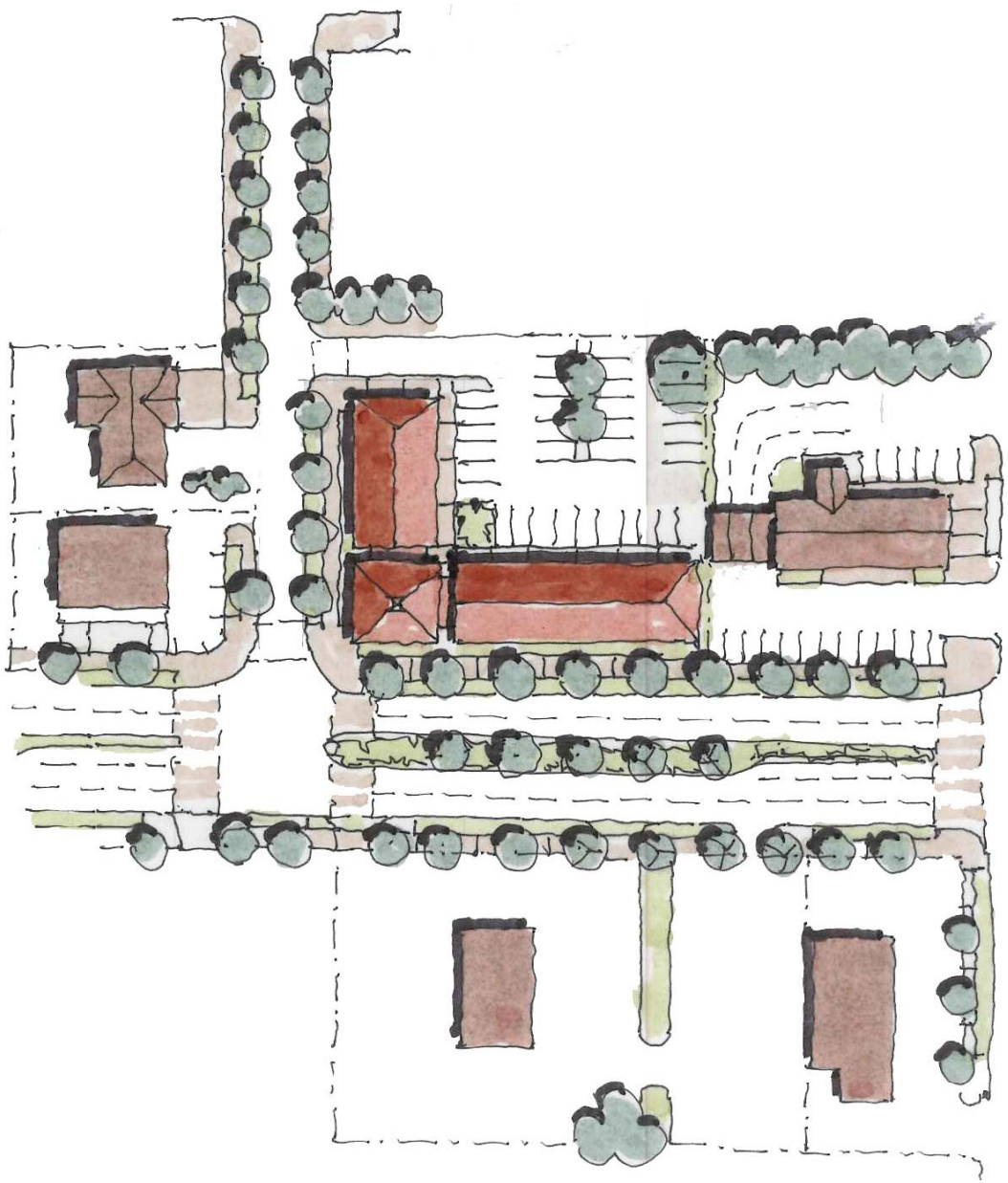
Zoning appropriate frontages/transitions



New zoning will use more images to illustrate the rules and intent

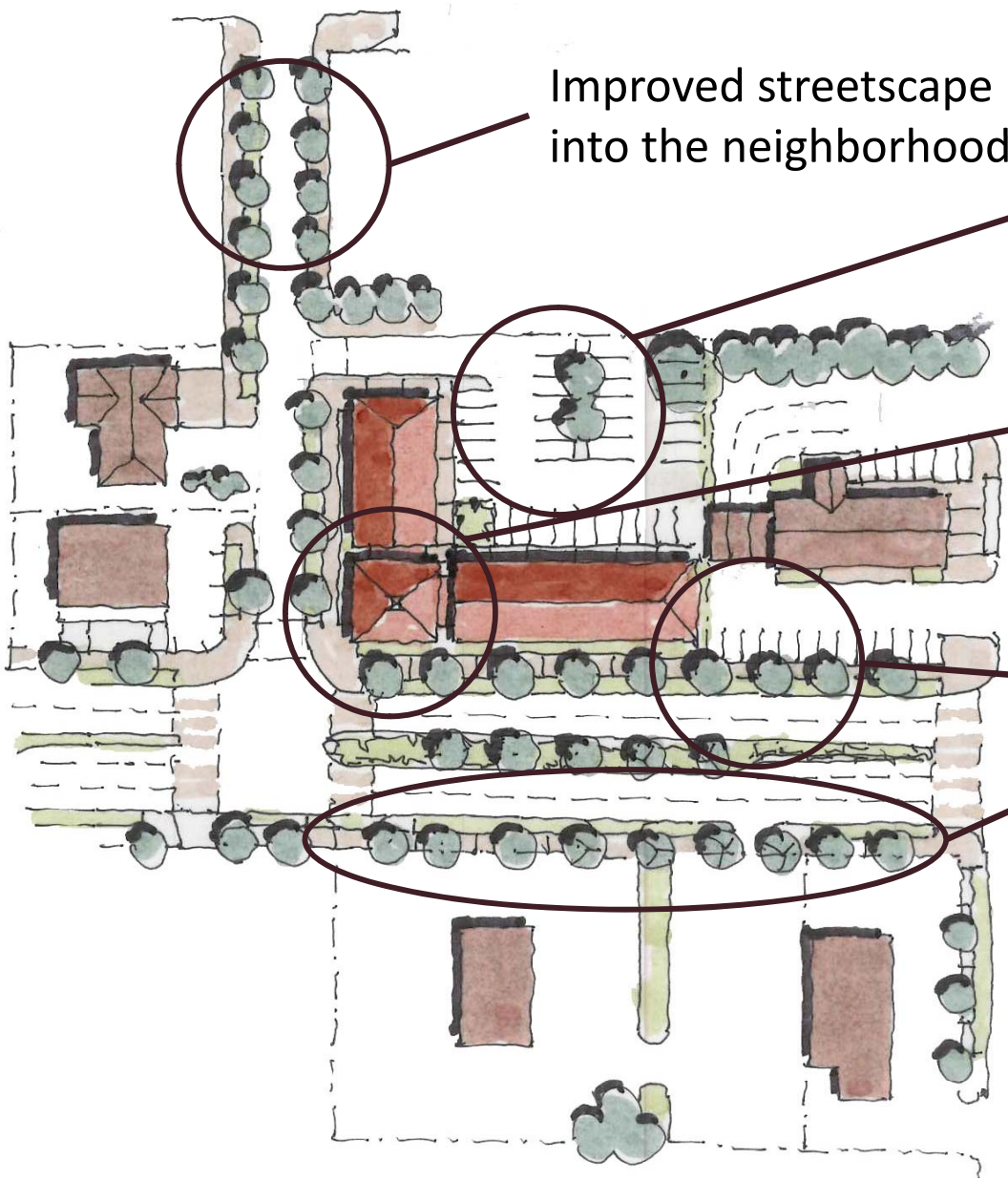


Infill on a parking lot and shared parking



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

Infill on a parking lot and shared parking



Improved streetscape into the neighborhood

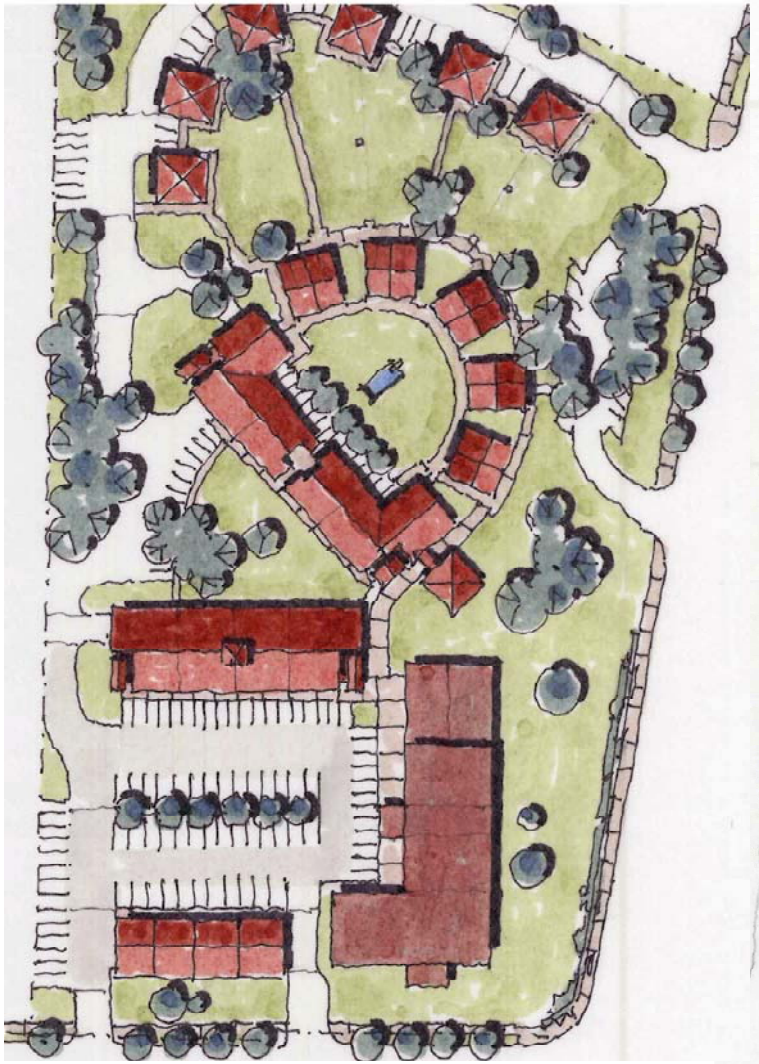
Shared parking for lot and church

Emphasis on the corner with building

Driveway access removed, lot can still function

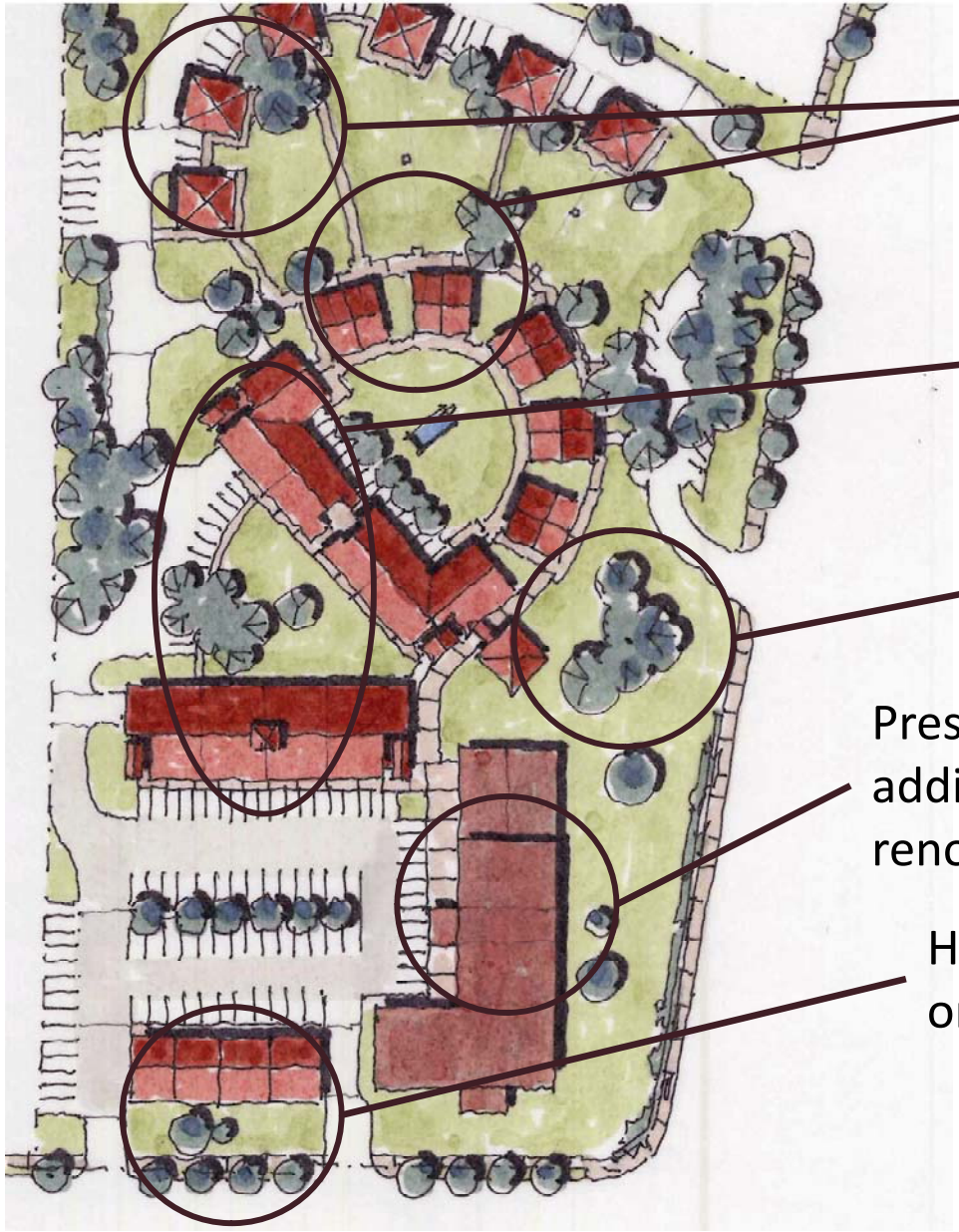
*NOTE: This illustrative is conceptual and not actual development plans

New Gathering Spaces for Park Hill



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

Additional Development helps reduce the cost of preservation



Mix a variety of housing types to transition to existing homes

Utilize former annex building site for new development

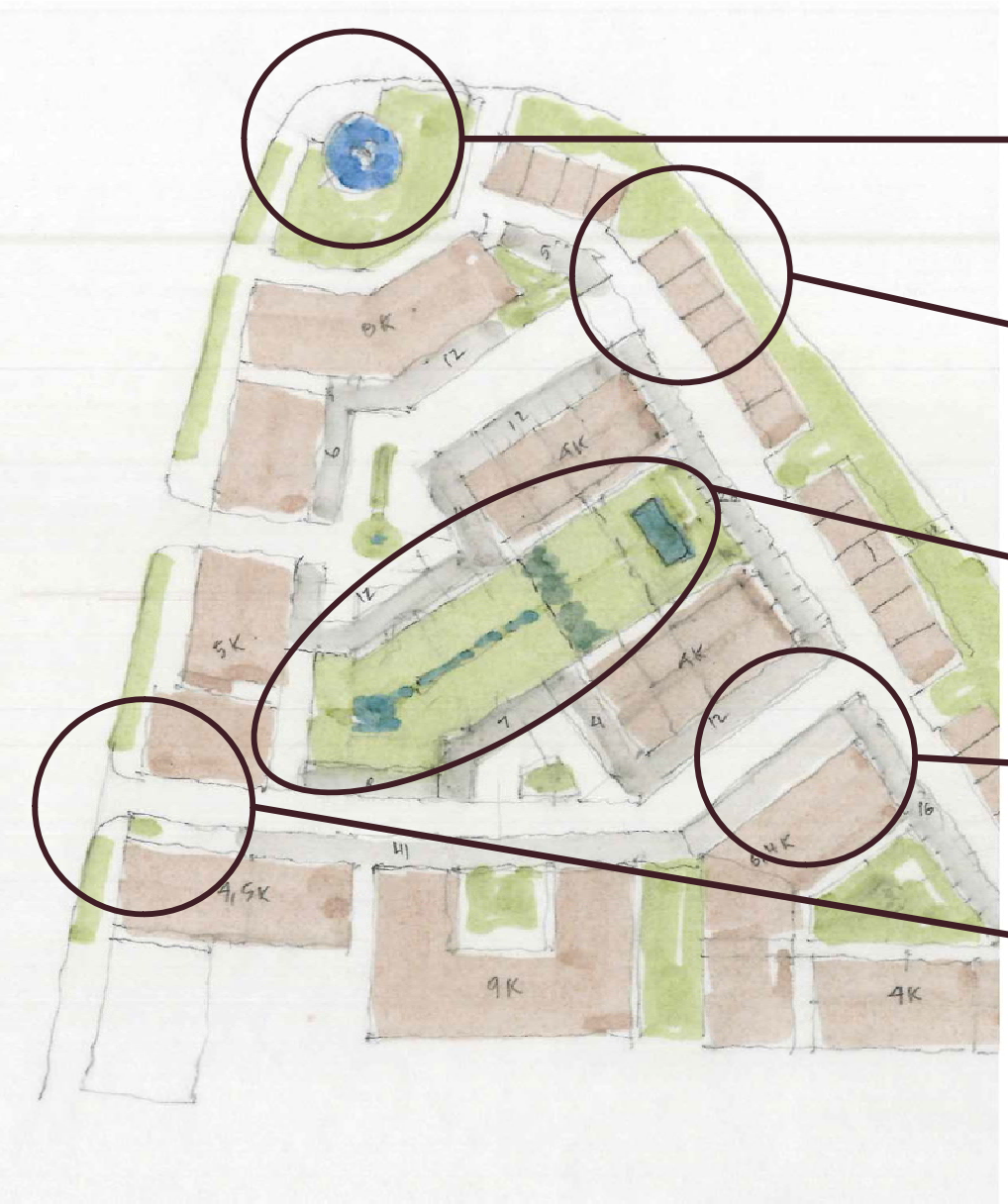
Preserve many of the existing trees, offers softer development feeling

Preservation of building may be possible, with additional development to compensate for large renovation costs

H Avenue could have some live/work or townhouse units

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

Shopping Centers can reinvent themselves



A small park/plaza at the corner adds a gateway element on the North end of Park Hill

Townhomes facing Lookout Road gives the street new life

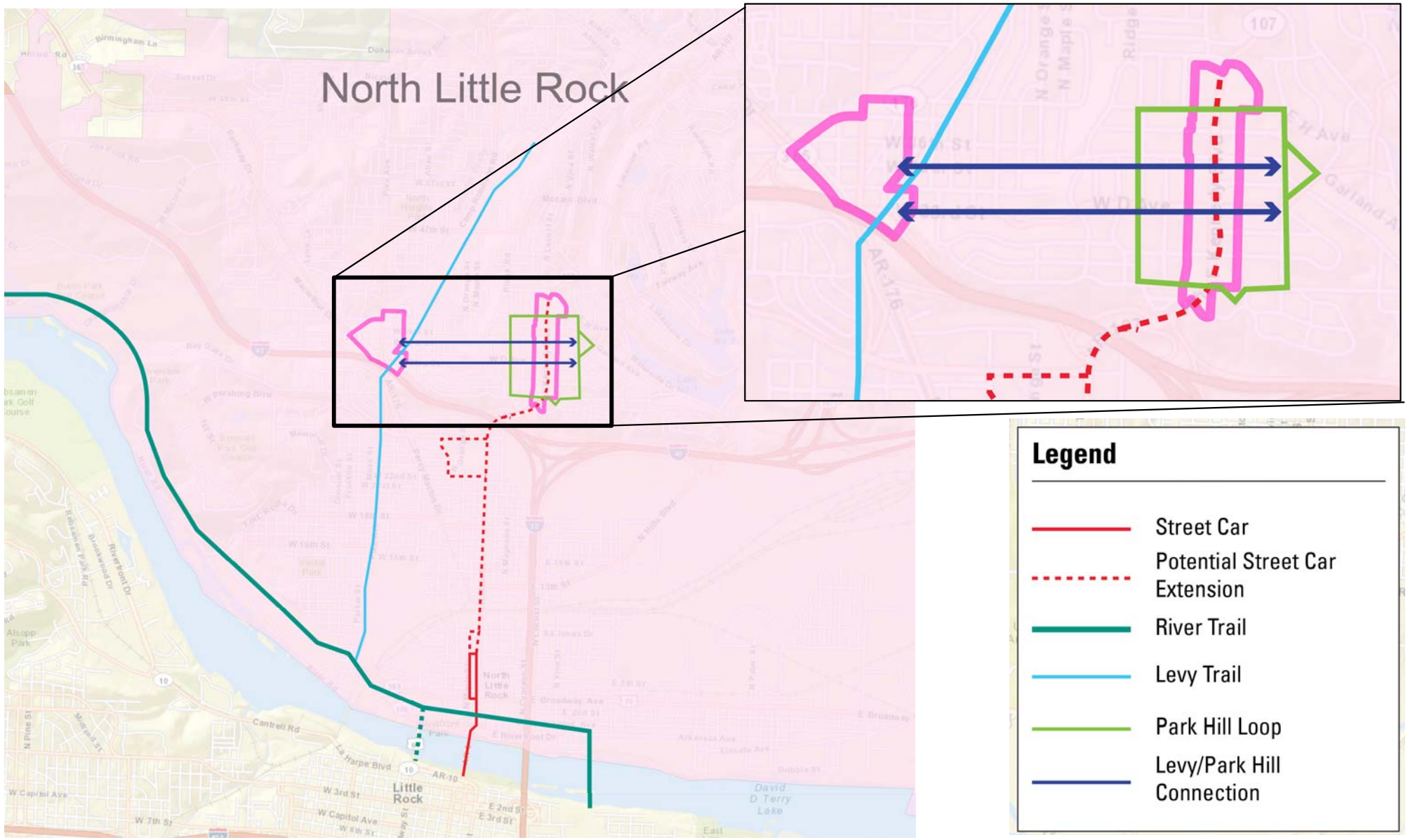
Central gathering space for public events

Essential front parking for retail and other non-residential uses

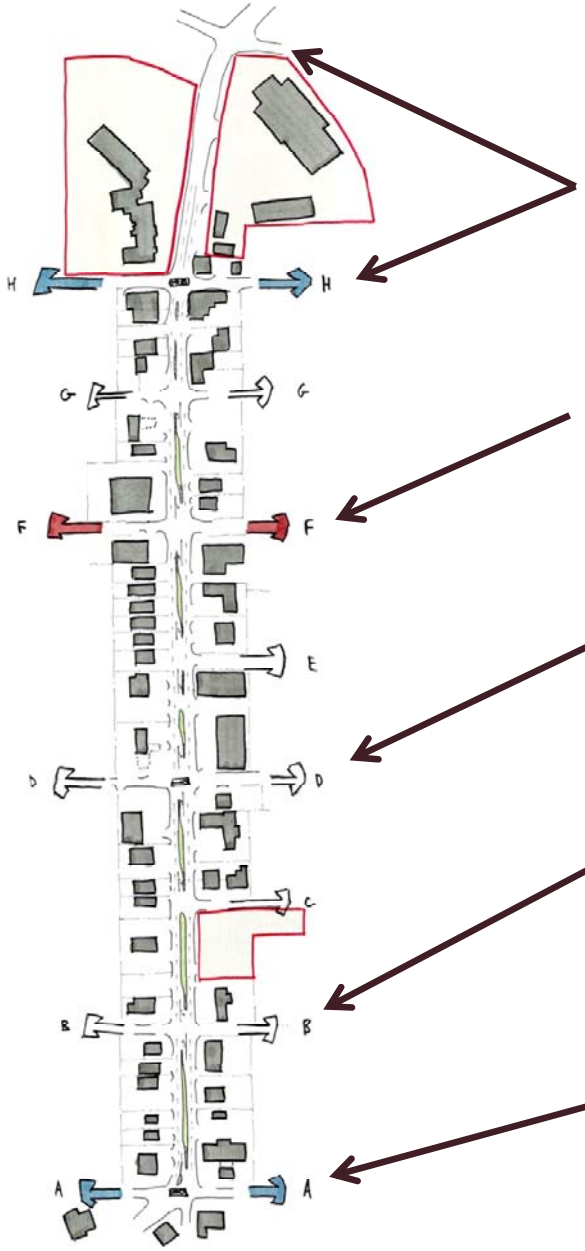
Retail fronts JFK and wraps along the entry streets

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

Regional Connections



Public realm/streets – Street Analysis



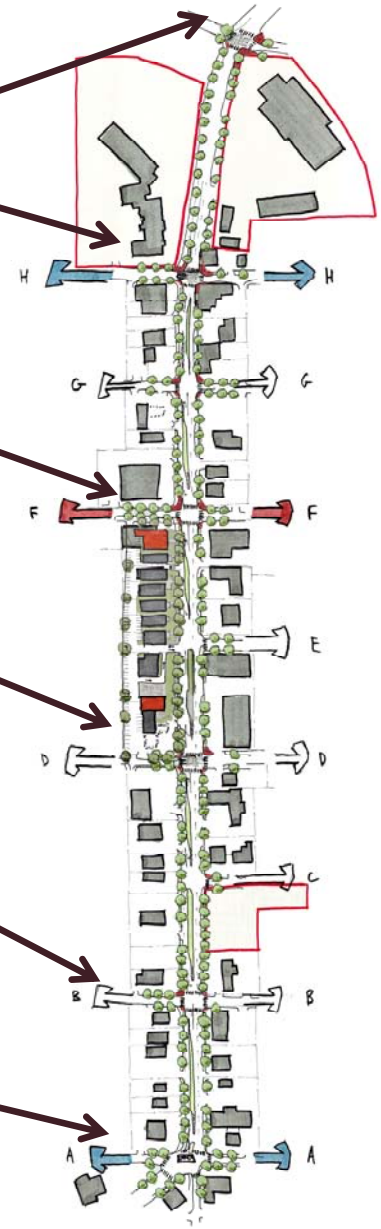
H Avenue & Lookout:
Improve Street
Intersection

F Avenue:
Add Pedestrian Signal

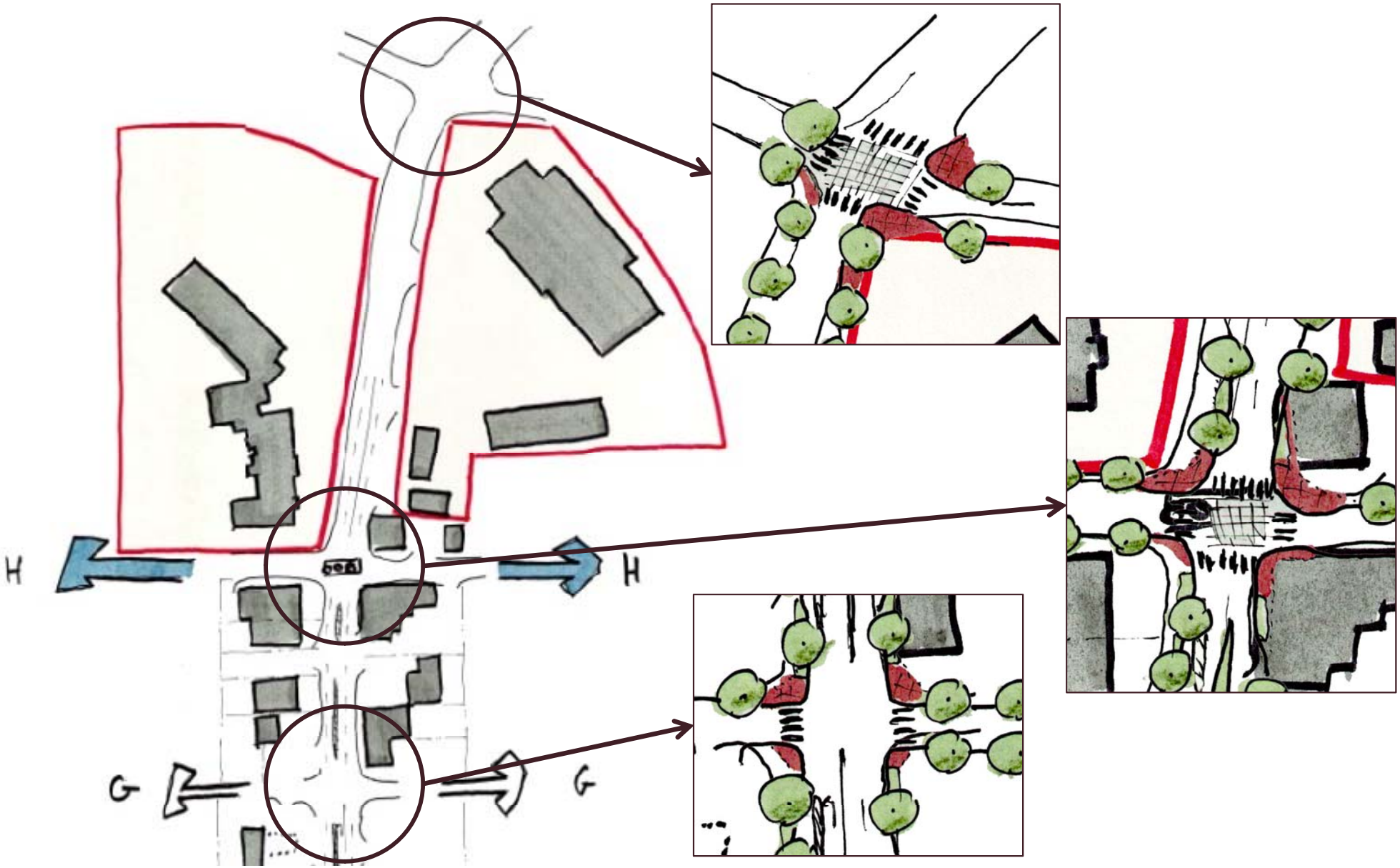
D Avenue:
Improve Street
Intersection

B Avenue:
Add Pedestrian Signal

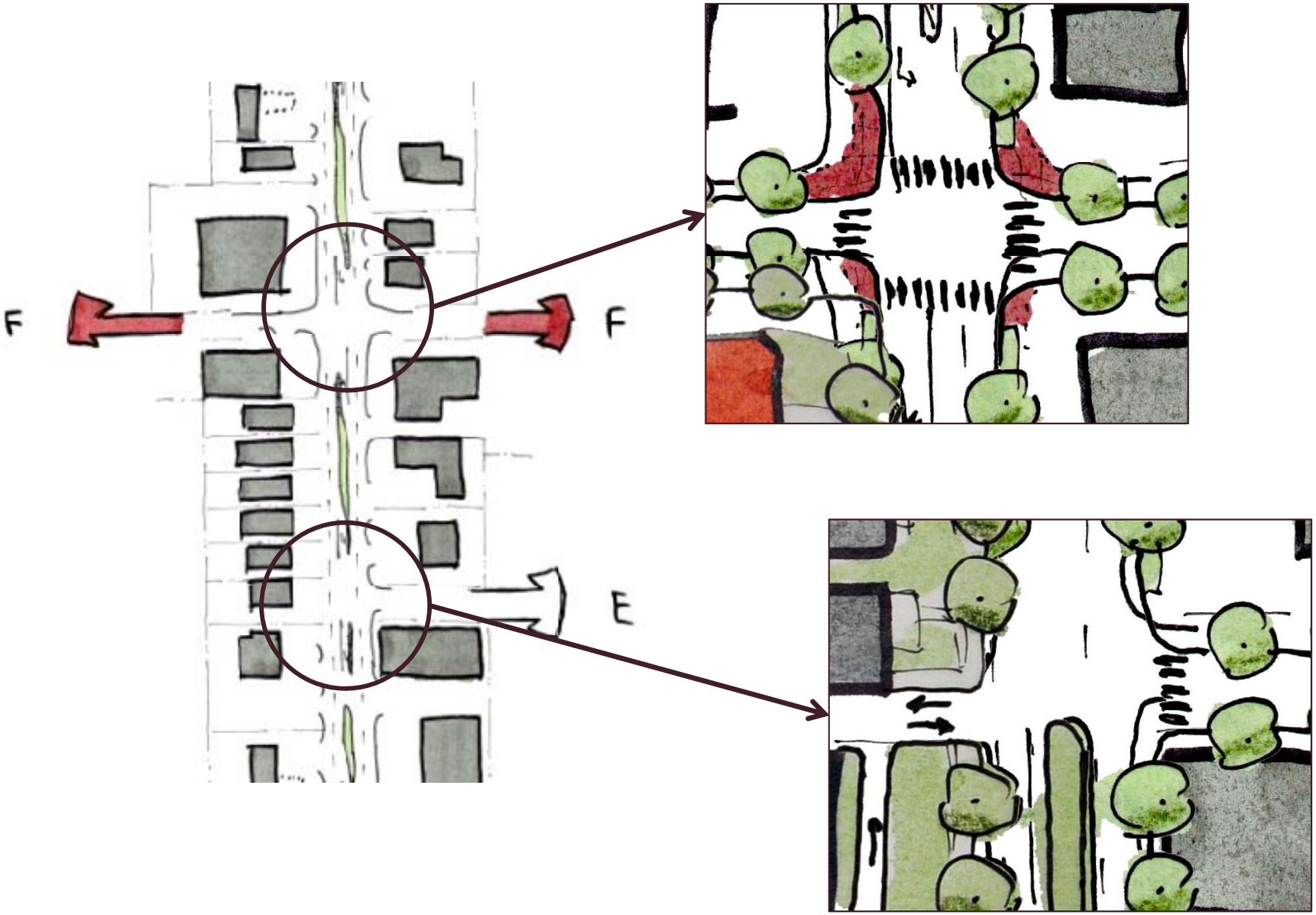
A Avenue:
Improve Street
Intersection



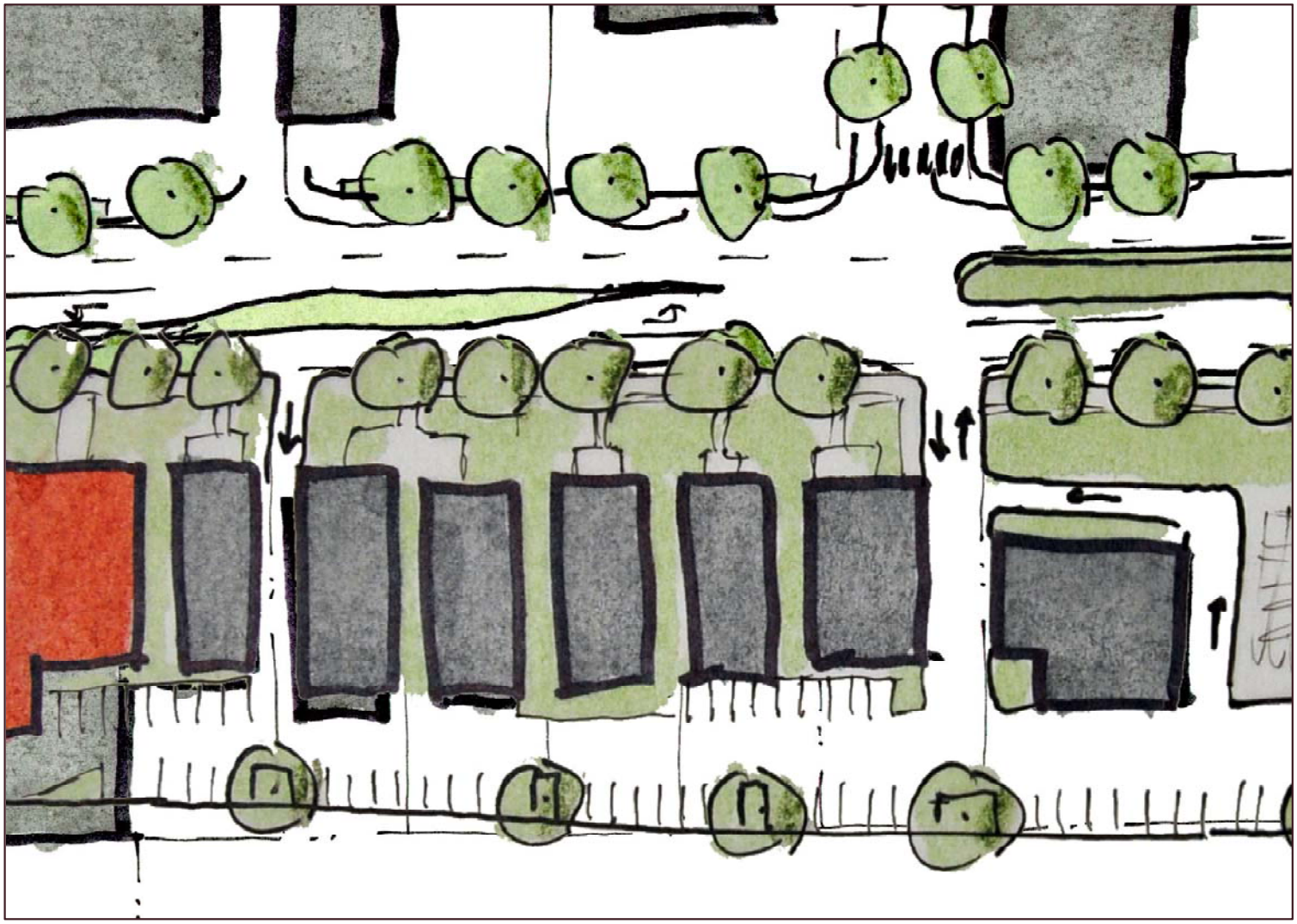
Lookout Road, H & G Avenue



F Avenue

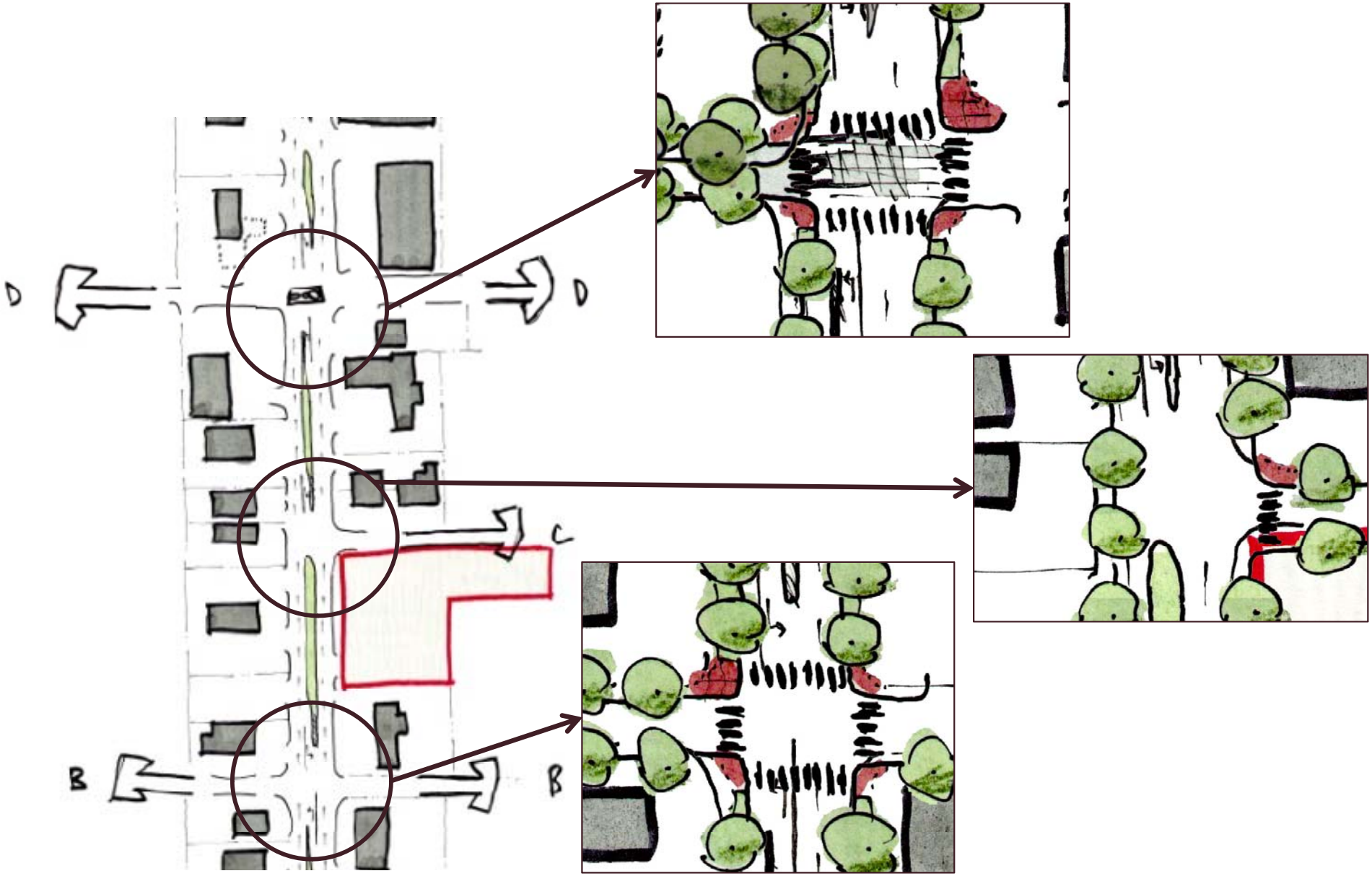


Access Management improves outdoor space

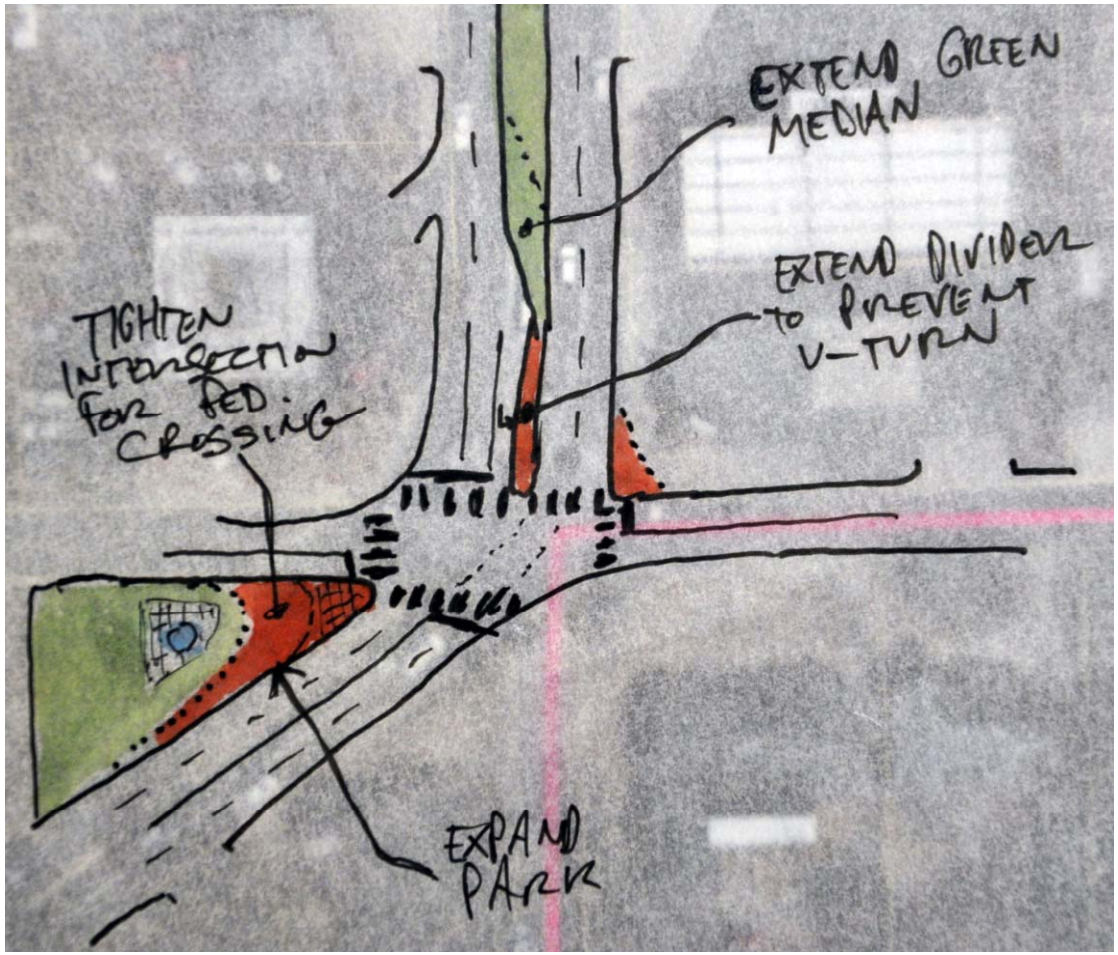


- Driveway access removed
- Lot can still function
- Outdoor space improved
- Potential outdoor dining or gathering space
- Drive-thru can still function successfully

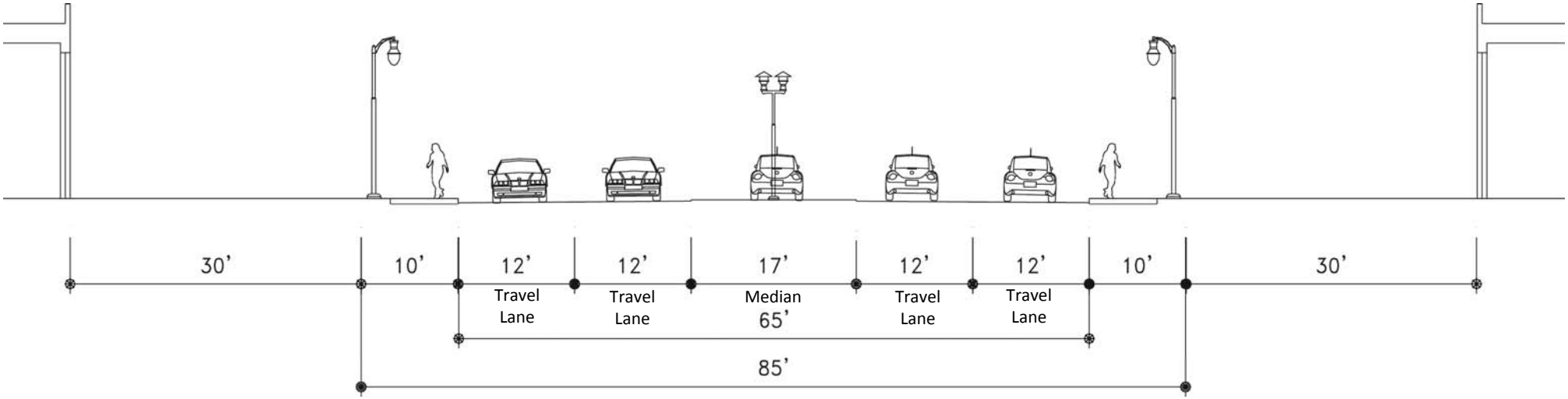
D, C & B Avenues



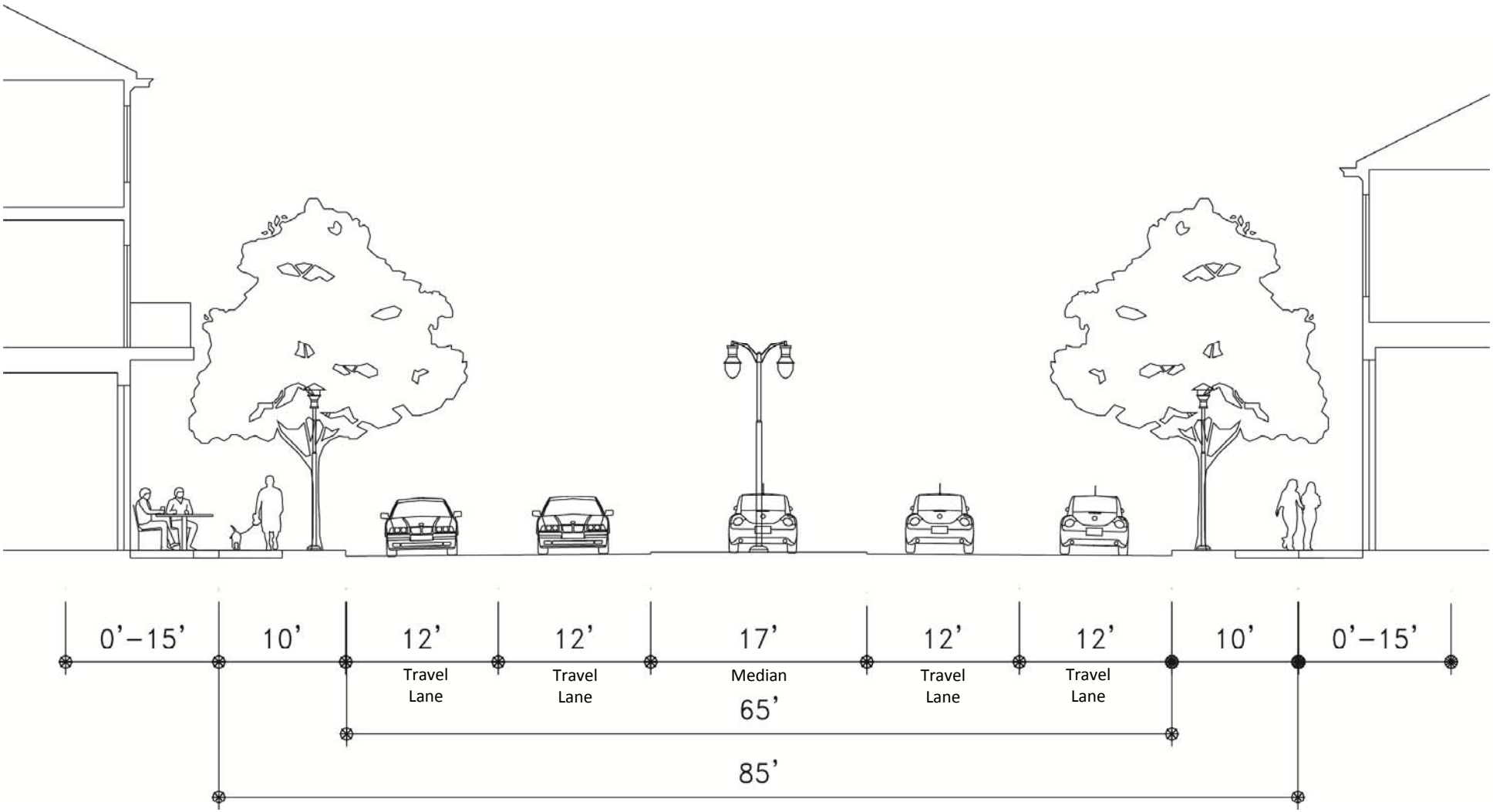
A Avenue/Cherry Hill Drive



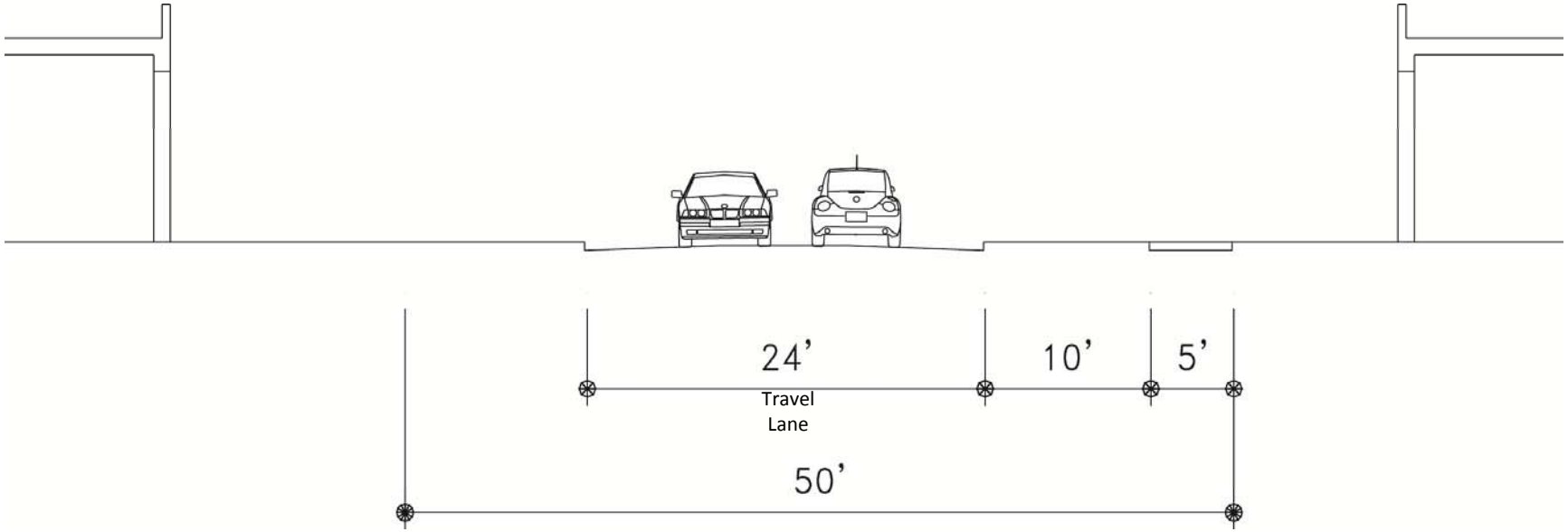
Existing JFK Boulevard



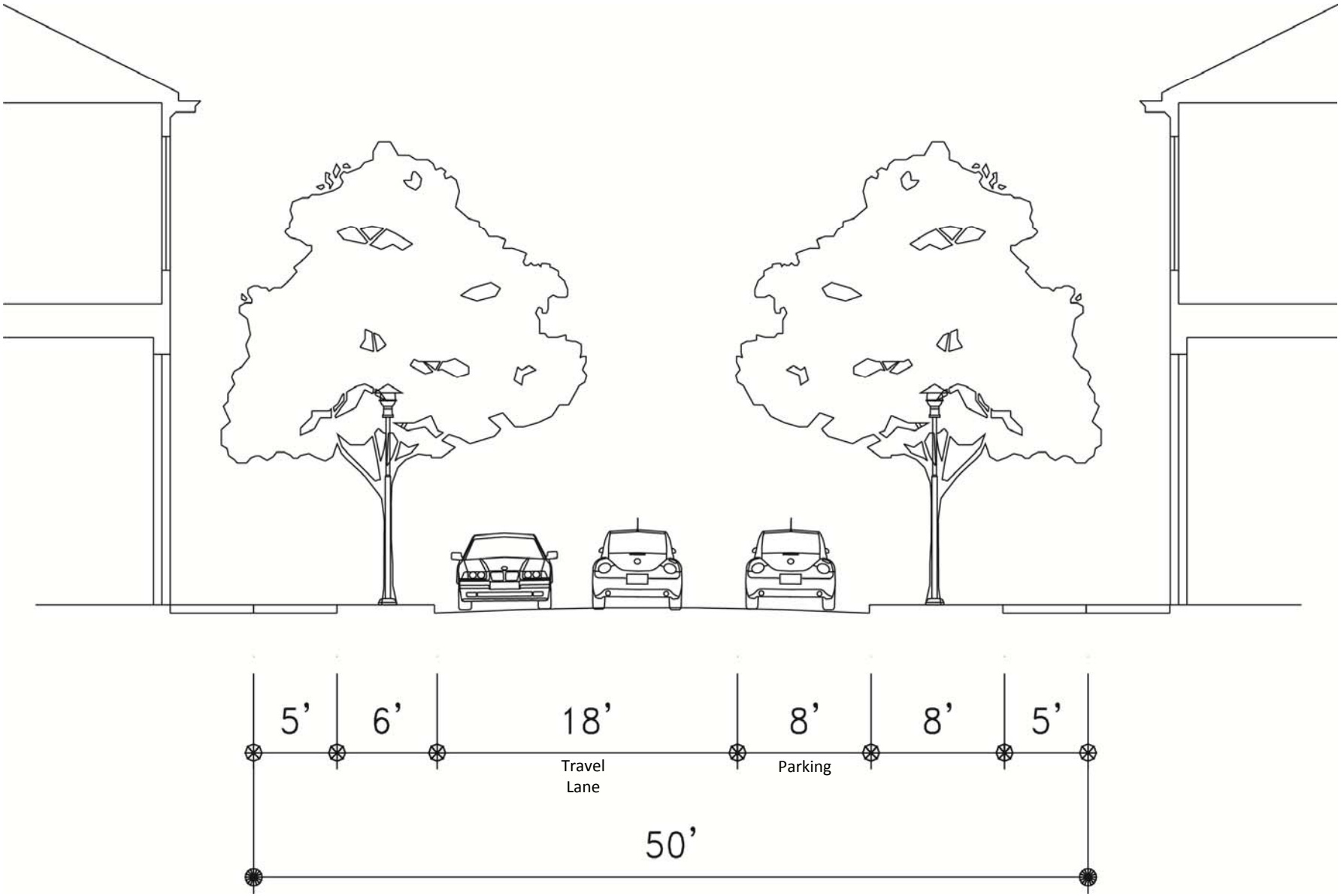
Proposed JFK Boulevard



Existing Cross Streets



Proposed Cross Streets



Green Infrastructure saves money long term

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

Physical and Economic Impacts of Street Trees

- **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

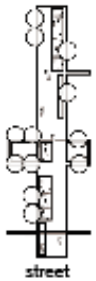
Designing for Urban Trees

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

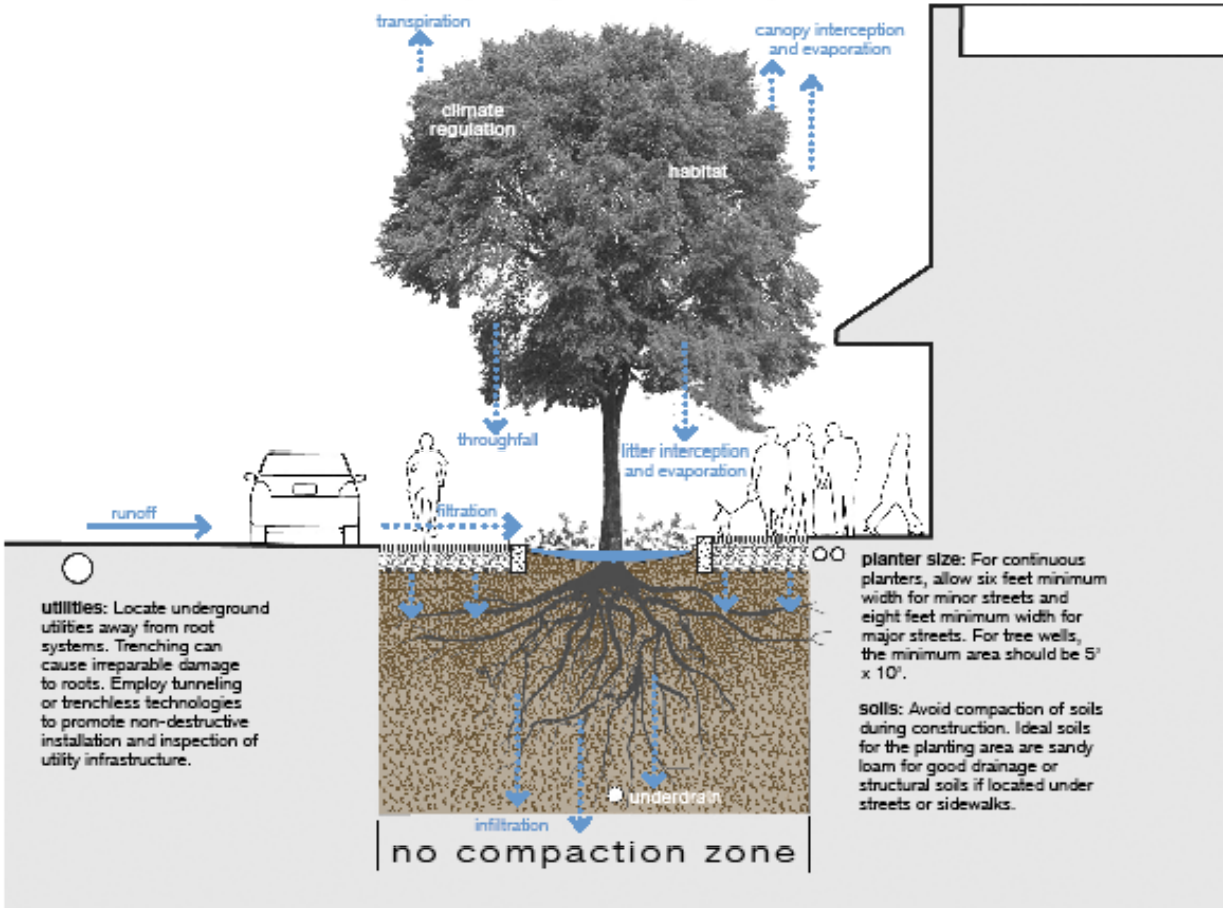
Healthy trees are essential components of green infrastructure and urban forestry. Shade trees planted along hard surfaces reduce the heat island effect and improve air quality. Besides functioning as carbon sinks, trees also reduce stormwater runoff through interception, evapotranspiration, throughfall, 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.



Next Steps

- Please stay **tonight** for Questions and Discussion
- Finalize needs assessment through **February and March**
- **Revise drawings** based on tonight's input

- Additional Comments or Questions:
  - Bernadette Gunn Rhodes, North Little Rock Fit2Live Coordinator

    Email: Brhodes@nlr.ar.gov

    Phone: (501) 975-8777

- More Info: www.imaginecentralarkansas.org

JUMP START INITIATIVE

Planning for Sustainable Growth

Levy + Park Hill Conceptual Plans

North Little Rock

October 27, 2014

GATEWAYPLANNING
A VIALTA GROUP PARTNER

ICF INTERNATIONAL

catalyst

Walkable and Livable Communities Institute

Horsley Witten Group
Sustainable Environmental Solutions

METROPLAN
SMART PLANNING MAKES SMART PLACES.

IMAGINE CENTRAL ARKANSAS
Plan Smart. Live Smart.

Presentation Overview

- 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?

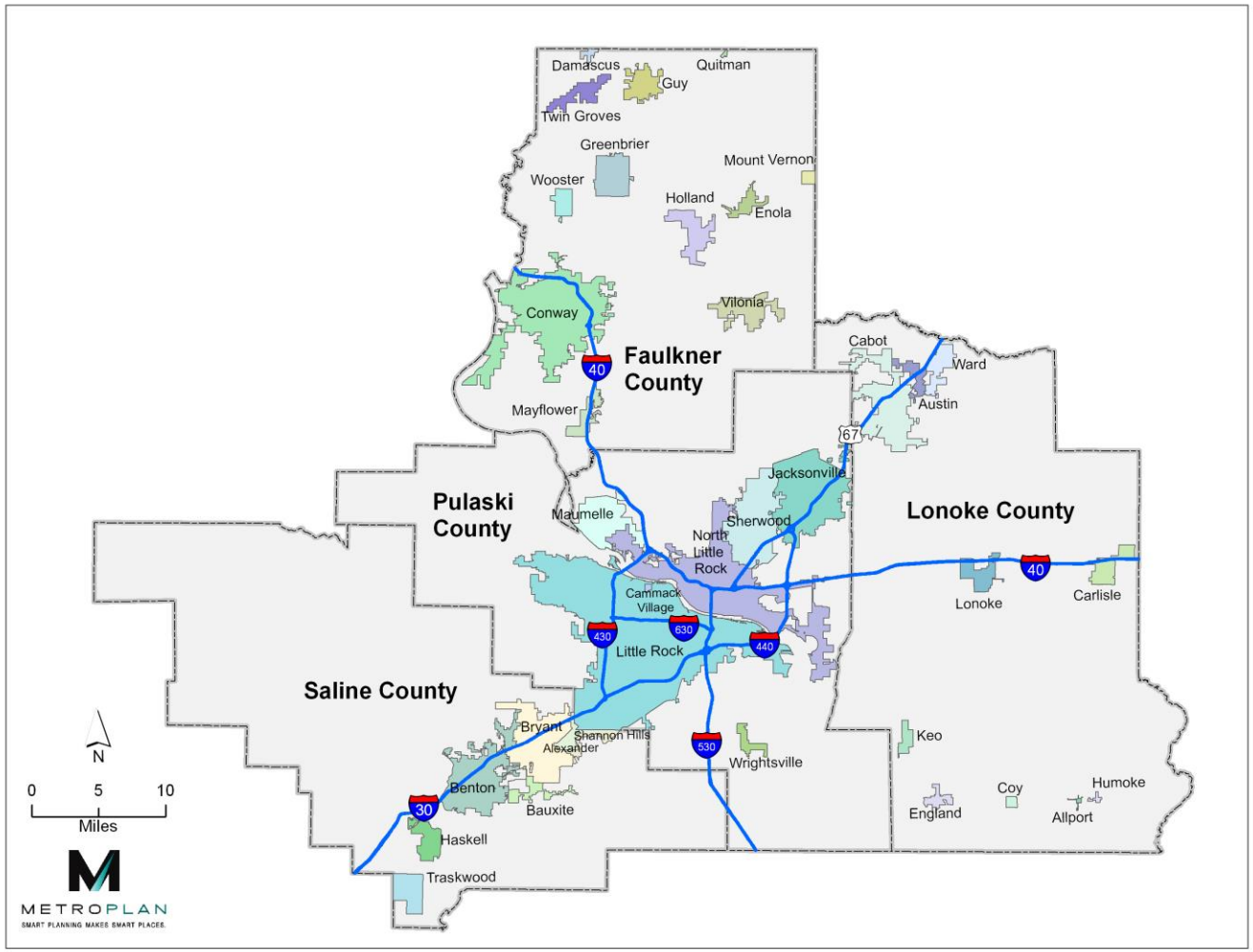
"The United States was founded on a wide open landscape. Today, we find ourselves pioneers once again, but instead of westward expansion, our great riches will be found by capturing the enormous lost value trapped in our existing places."

THE NEXT AMERICAN URBANISM

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

Imagine Central Arkansas

- **671,459 Residents**
- **22% of Arkansans**



IMAGINE CENTRAL ARKANSAS
Plan Smart. Live Smart.

Jump Start and the Next American Urbanism

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?

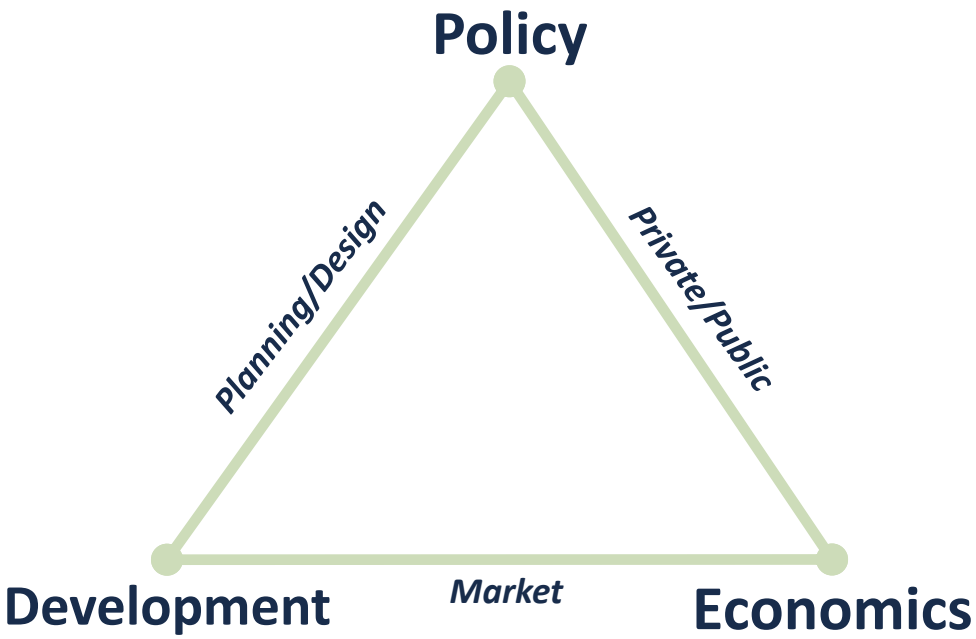
"Sprawl development patterns are not the problem. [Developers are] merely responding to demand in the marketplace for separated and isolated land uses. But not everyone wants to live in that environment; even in the suburbs, many people want to live in walkable urban neighborhoods."

THE NEXT AMERICAN URBANISM

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

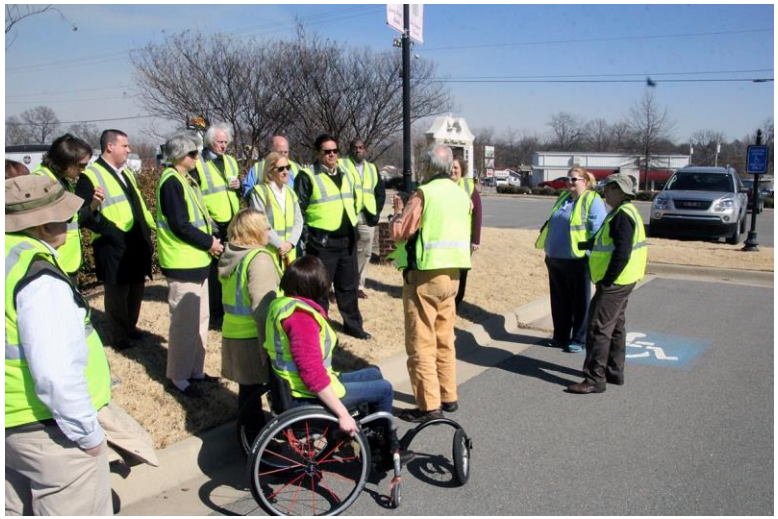
The Golden Triangle of Sustainable Development

- **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

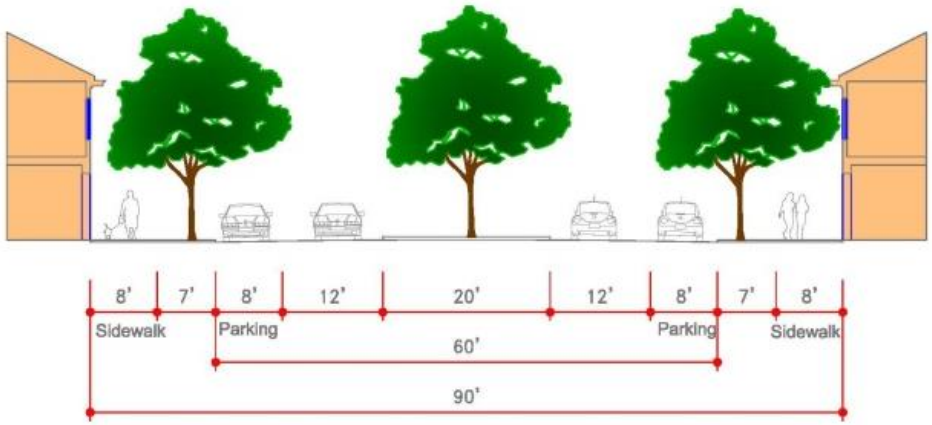


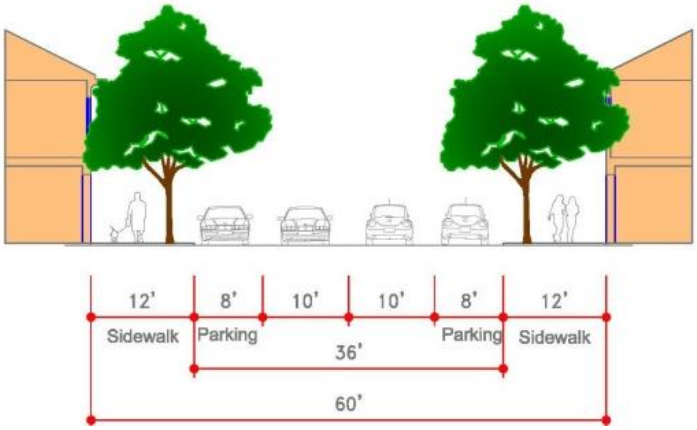
Development – Building the Vision

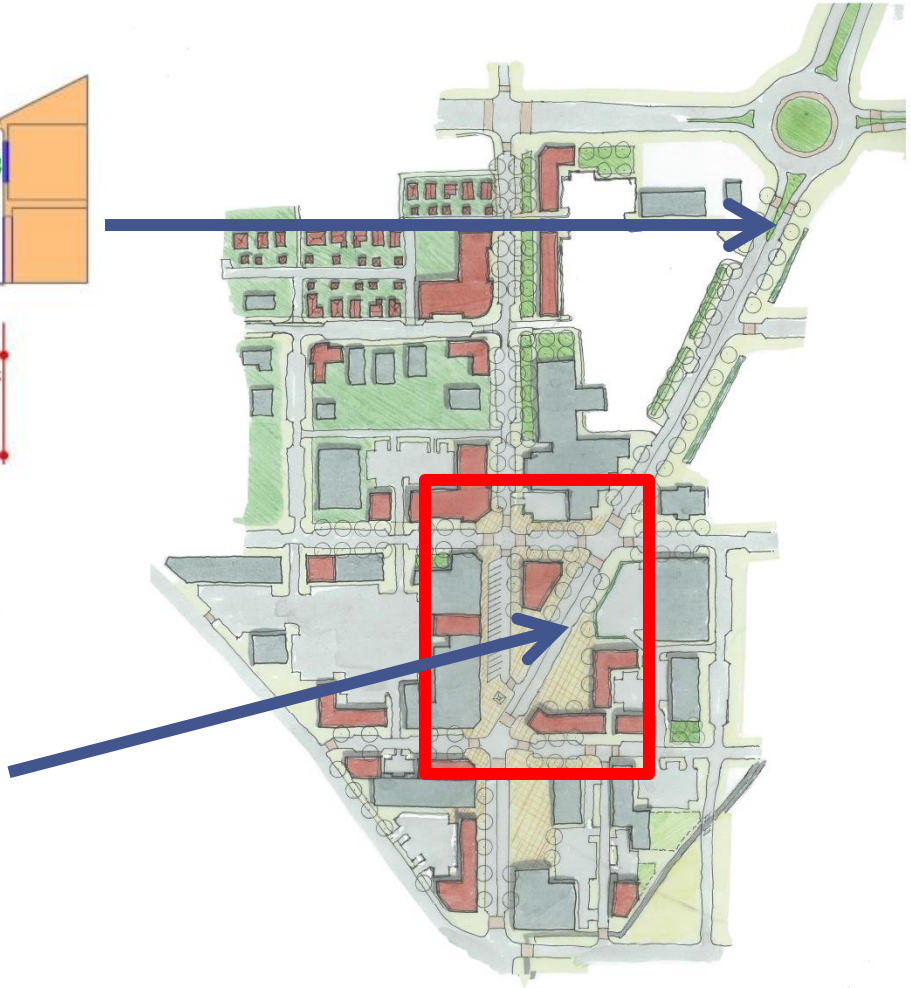
- Detailed media and public involvement plan
- Facilitator training
- Pre-Workshop Stakeholder meetings
- Visioning Workshop
- Walking audits
- Design workshop
- Concept public meeting
- Open Houses



Development – Levy Conceptual Plan



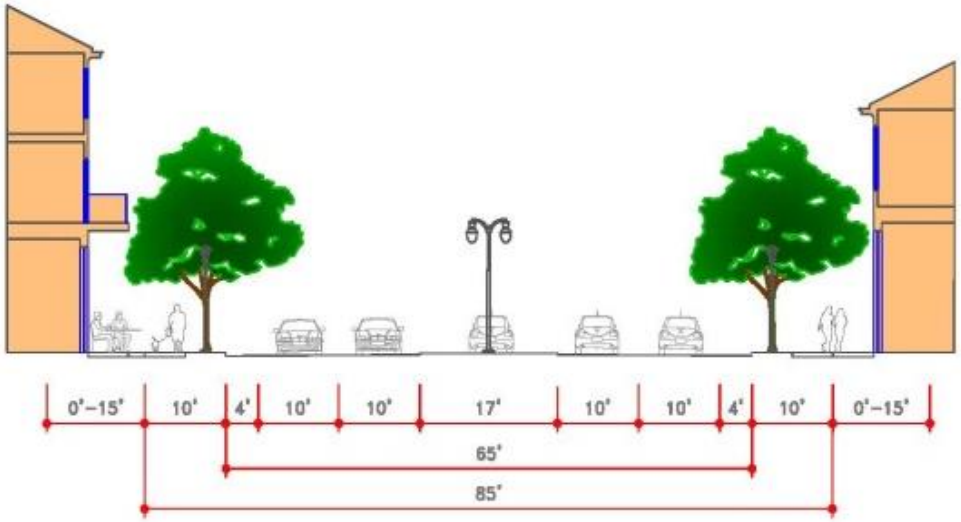


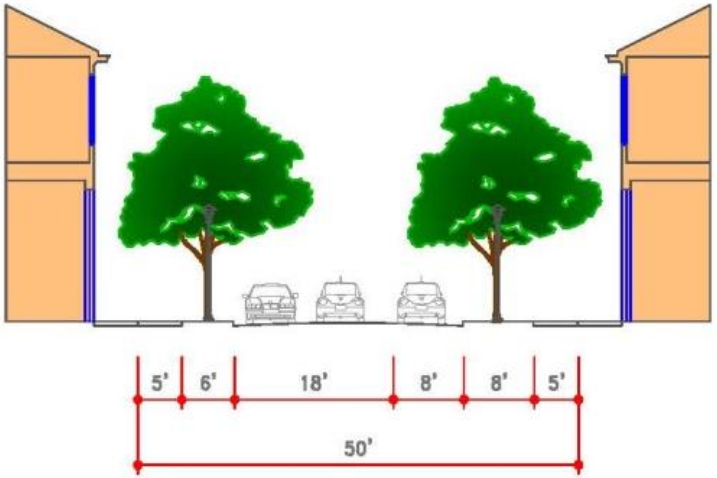


Development – Levy Conceptual Plan

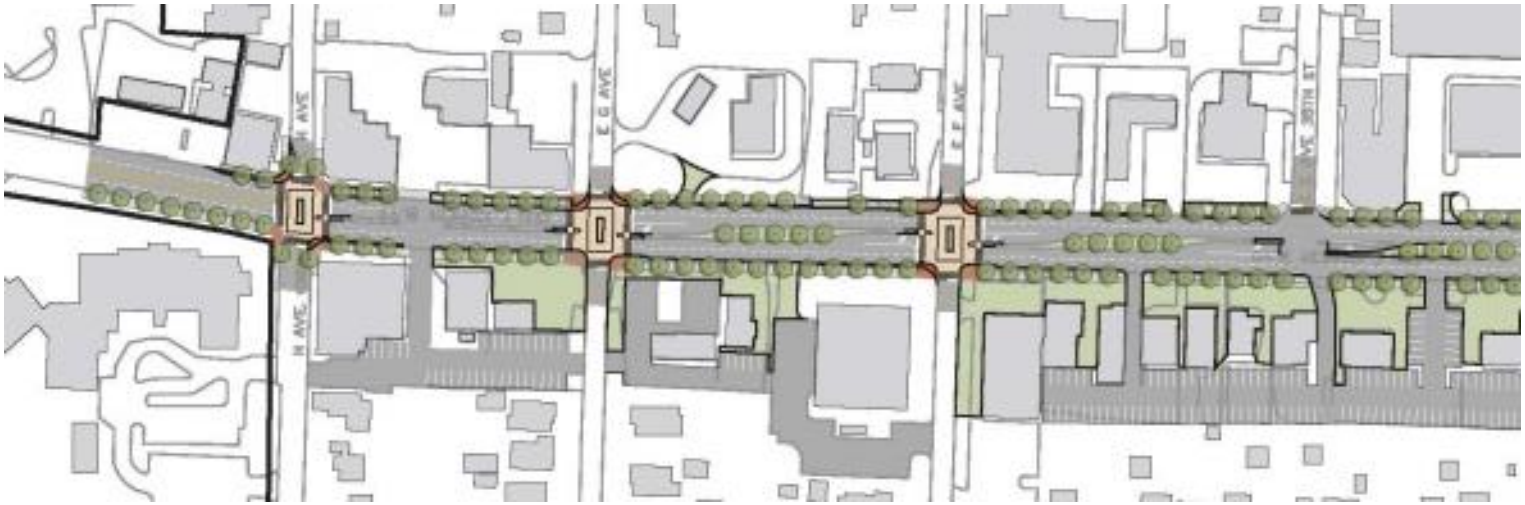
Development – Levy Conceptual Plan

Development – Park Hill Conceptual Plan

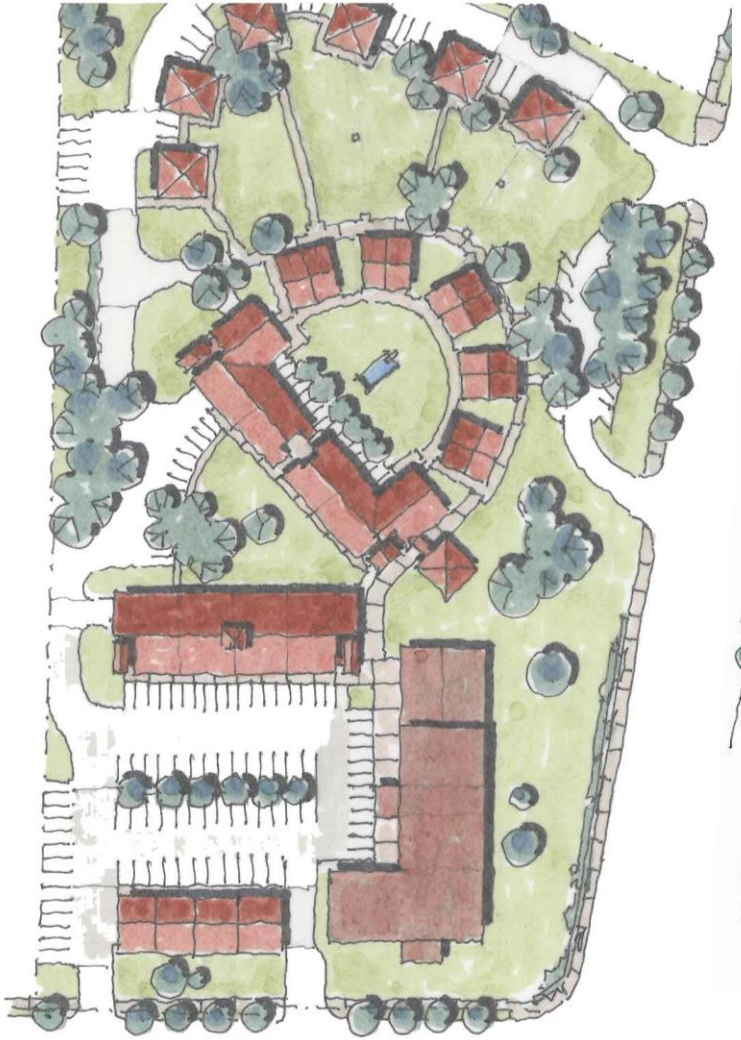




Development – Park Hill Conceptual Plan



Development – Park Hill Conceptual Plan



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

Development – Park Hill Conceptual Plan

Economics – Levy Concept Test

Public Investment
necessary to catalyze development

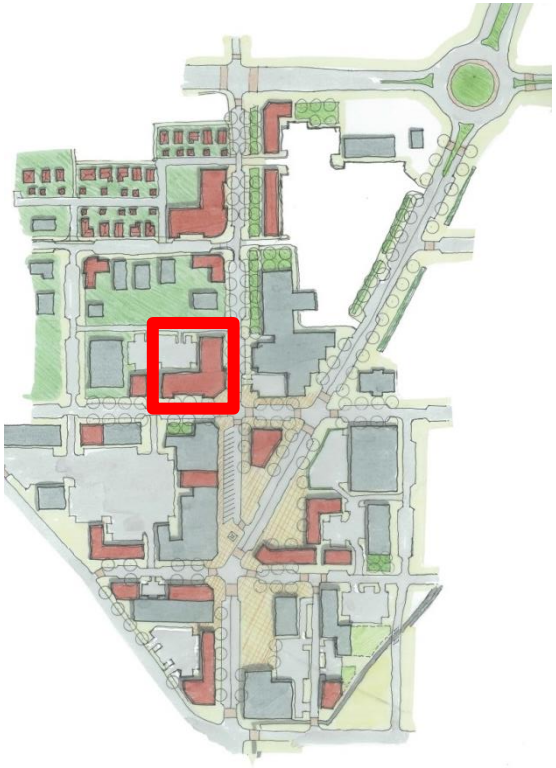
Aligned with

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)



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
Net Operating Income															
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	$-	$-	$-	$-	$-	$-	$-	$-	$-	$-	$-	$-	$-	$-	$-
Total NOI	**$-**	**$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**

Development Costs															
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)*	$-	$-	$-	$-	$-	$-	$-	$-	$-	$-	$-	$-	$-	$-	$-
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**

Annual Cash Flow																
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)	$(819)
Net Cash Flow		**$(2,400,350)**	**$127,652**	**$168,414**	**$198,551**	**$221,352**	**$239,939**	**$254,136**	**$266,800**	**$277,671**	**$289,166**	**$298,848**	**$307,880**	**$317,348**	**$326,433**	**$3,536,555**

Net Present Value @ 10% $169,861.2

Unleveraged IRR: 10.9%

(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
Total	$155,747	$156,866	$179,939	$185,337	$190,897	$196,624	$202,523	$208,598	$214,856	$221,302

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	
IRR	**18%**
NPV	**$2,900,953**
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 <u>over time</u>

Economics –Park Hill Concept Test

Public Investment
necessary to catalyze development

Aligned with

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)

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
Net Operating Income															
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	$-	$-	$-	$-	$-	$-	$-	$-	$-	$-	$-	$-	$-	$-	$-
Total NOI	**$-**	**$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**

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

Annual Cash Flow																
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		$(7,458,900)	$-	$-	$-	$-	$-	$-	$-	$-	$-	$-	$-	$-	$-	$-
Net Cash Flow		**$(7,458,900)**	**$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**	**$12,609,836**

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

Unleveraged IRR: 14.1%

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
Total	$103,238	$140,927	$145,154	$342,374	$352,646	$363,225	$374,122	$385,345	$396,906	$408,813

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	
IRR	**20%**
NPV	**$5,774,563**
Payback Year	

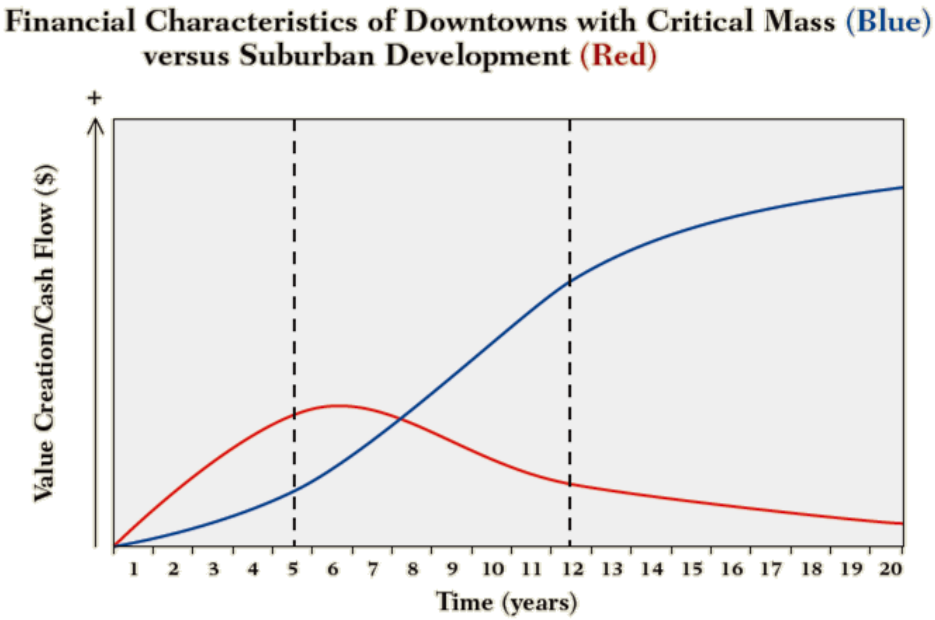
Assumptions	
Fiscal Impact Growth (After Year 10)	0.025
Discount Rate	0.06

Catalyzed mixed-use development can return investment back to the City <u>over time</u>

Policy – Setting up the Zoning

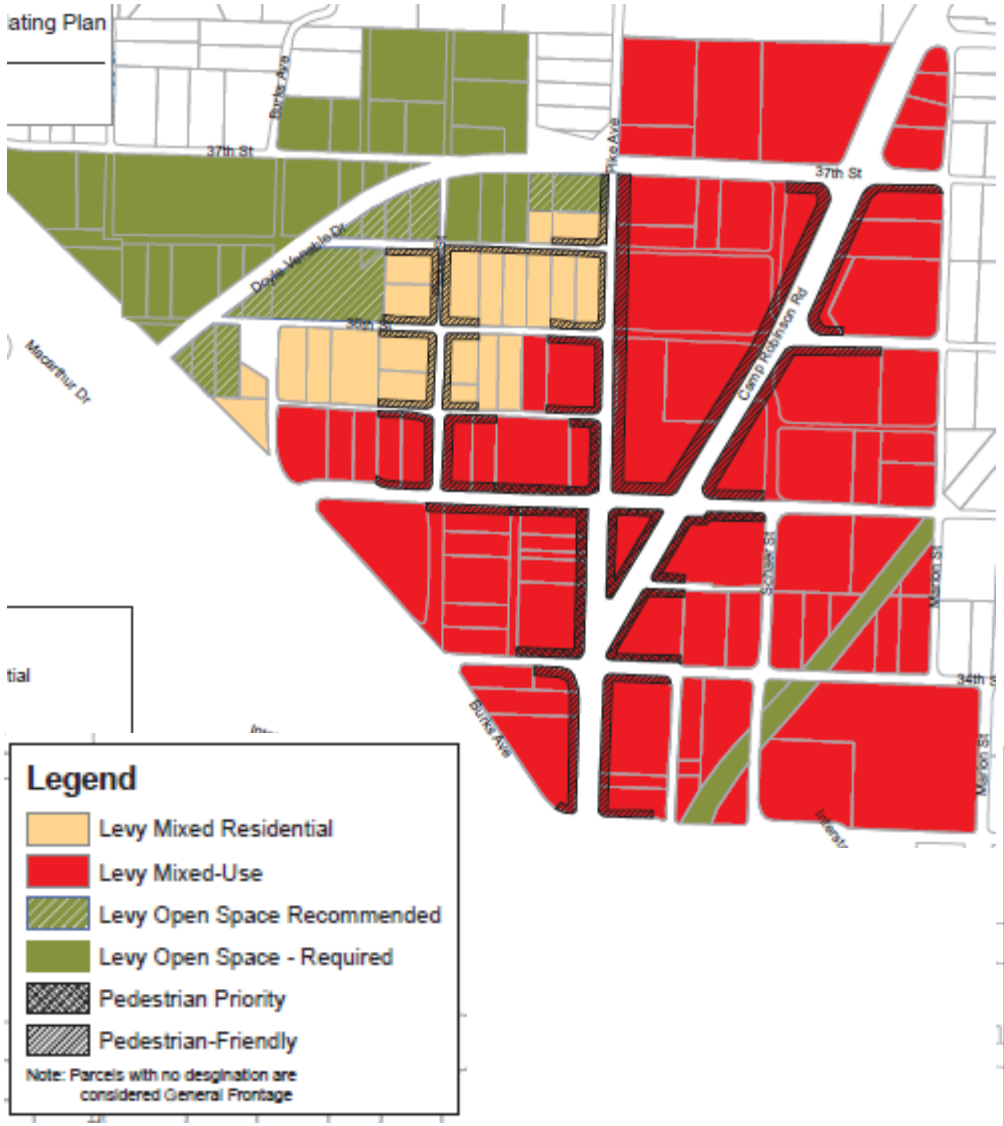
Key Zoning Policy Attributes:

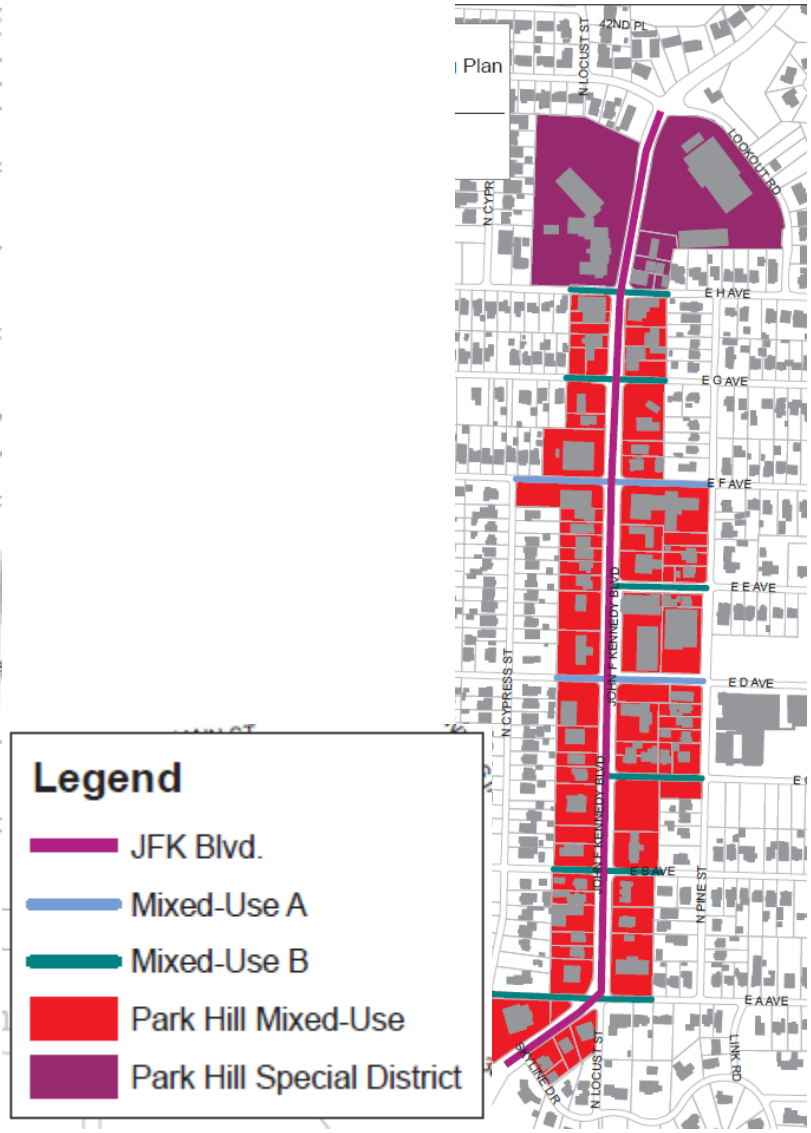
- Focus on the **Form and Placemaking** attributes for zoning
- Successful zoning will create **flexibility for developers,** but establish **predictability for the community**
- **Sustaining value is a key outcome**
- **Be realistic about the market** and what development can sustain



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

Policy - Proposed Zoning





Policy - Elements of the Zoning

Structure of the Code

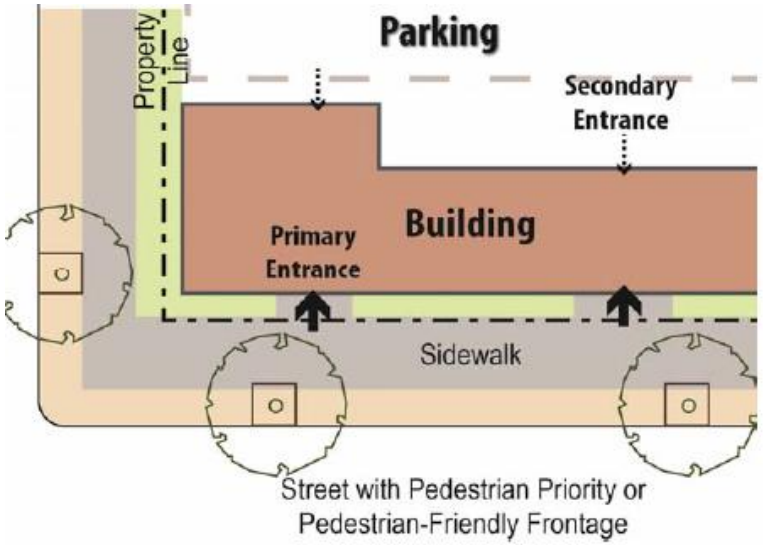
- **Introduction**
- **Base Zoning**
- **Components of the Code**
- **Administration**
- **Definitions**

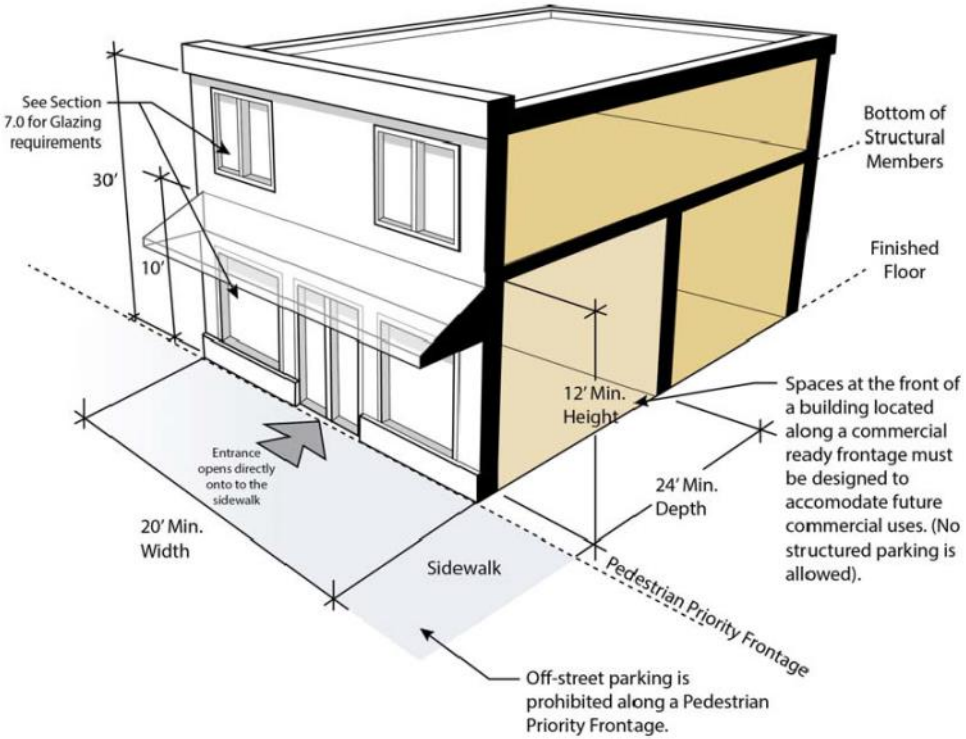
Design and Development

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

Policy – Zoning Key Concepts

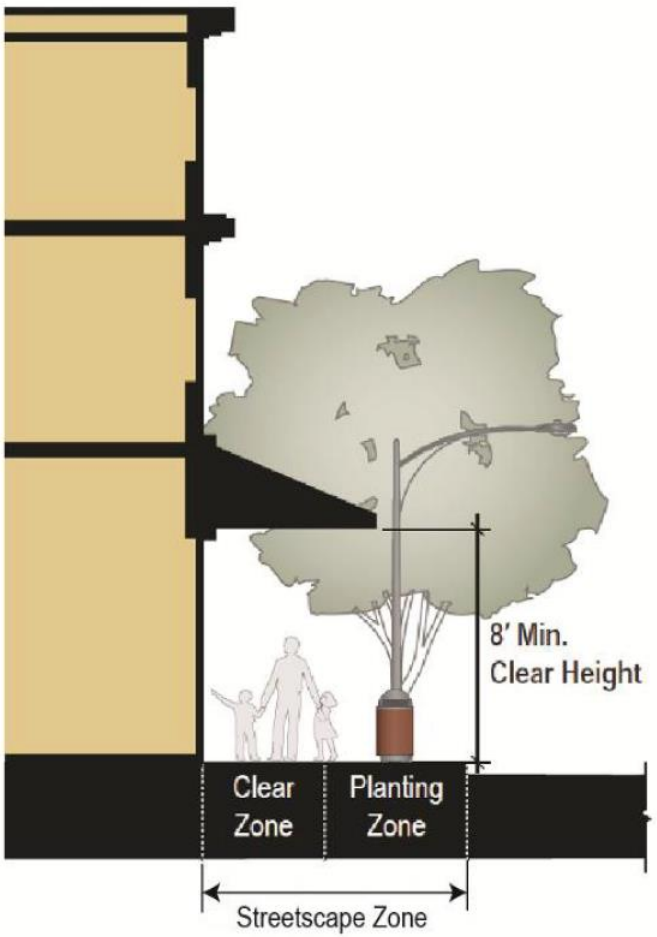
Utilizes diagrams to explain intent

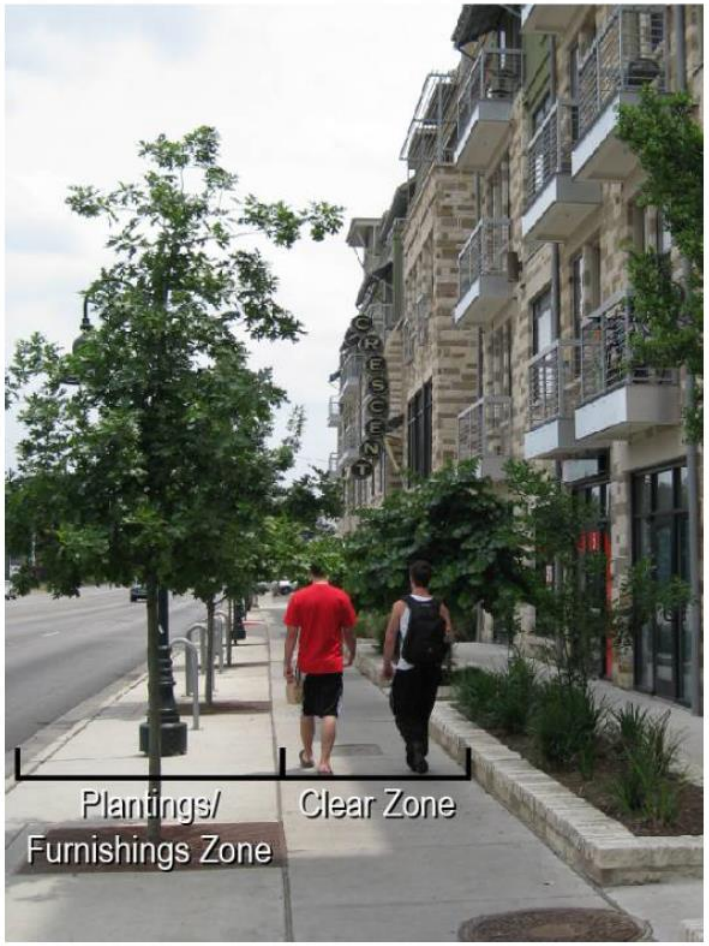




Policy – Zoning Key Concepts

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
Commercial Use or Mixed Use Buildings			
Ground Floor	40% (min.)	25% (min.)	None req'd
Upper Floor(s)	25% (min.)	15% min)	None req'd
Residential Use Buildings			
Ground Floor	25% (mi		
Upper Floor(s)	15% (mi		

Policy – Public Policy Alignment

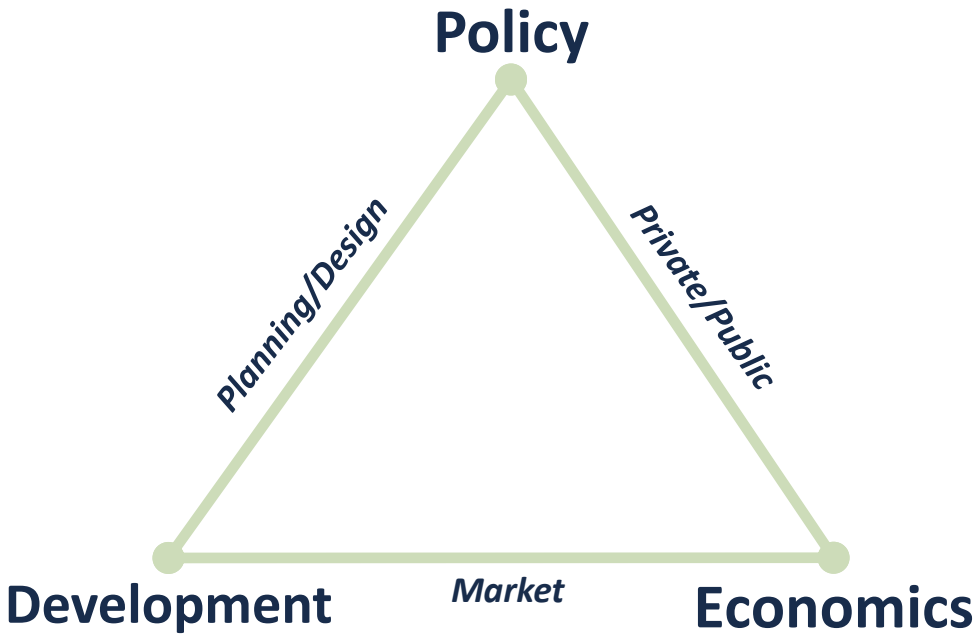
- **Infrastructure**
  - Complete Streets – policies and design guidelines
  - Green Infrastructure Features
  - Safe Routes to Schools
  - Arkansas Highway and Transportation Department (DOT) Standards
- **Housing**
  - Housing diversity
  - Coordinating different funds (CDBG, HOME, LIHTC, etc.)
- **Public/Private 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
Examples: • Adoption of the mandatory form-based code • Creation of a loan guarantee program		*Examples:* • Amount of private investment in mixed use development • Change in mode share

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 * Can also be measured at project Level
• Percentage of workers commuting via walking, biking, transit, or rideshare	• Average VMT per capita • Average WalkScore • Percentage of population near (0.5 mile) a bike route • Number of roadway fatalities per 100,000 residents • Miles of paved trails per 100,000 residents	• Implementation of a SRTS pilot program • Enactment of a Complete Streets ordinance • Percentage of projects that incorporate complete streets features • Number of walk- or bike-to school events held	• *Higher percentage of workers commuting via bike/ped/transit • *Higher average WalkScore • Lower average daily VMT per capita • *Decrease in number of roadway fatalities • **Local only:* Increase in number of miles of biking facilities in project area

PUBLIC/PRIVATE PARTNERSHIPS – Local Investment First

Key strategies to activating a place:

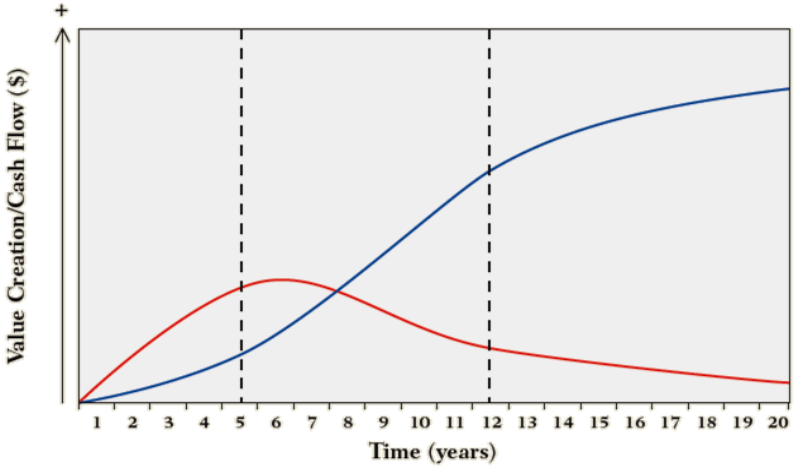
- Look **local first**
- Align the plan and the policy to **reflect reality** - get local, experienced developer buy-in
- **Don't expect a "silver bullet" option**, synergy between all parts is necessary for success in any development
- **Start small and build momentum**
- **Don't discount any option**,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

JUMP START INITIATIVE
Planning for Sustainable Growth

- Additional Comments or Questions:
  - LEVY: Robert Voyles, City of North Little Rock
    Email: RVoyles@nlr.ar.gov
    Phone: (501) 975-8834
  - PARK HILL: Bernadette Gunn Rhodes, North Little Rock Fit2Live Coordinator
    Email: Brhodes@nlr.ar.gov
    Phone: (501) 975-8777

More Info: www.imaginecentralarkansas.org
www.tinyurl.com/jumpstartnlr

MARKET ANALYSIS

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Market Analysis

Park Hill

North Little Rock, Arkansas

catalyst

February 2014

catalyst

Market Analysis

Park Hill/North. Little Rock

Prepared For:

Imagine Central Arkansas Partners,

Metroplan and City of North Little Rock

Prepared By:

Catalyst Commercial, Inc., Dallas, Texas

Gateway Planning Group, Dallas, Texas

01 Introduction

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 Park Hill Jumpstart Area market assessment, is bounded by I40 to the South, Lookout Road to the North, North Cypress Street to the West, and North Pine Street to the East. As part of this effort, Catalyst reviewed the capacity for retail, office, and multi-family in the North Little Rock 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 North Little Rock 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.

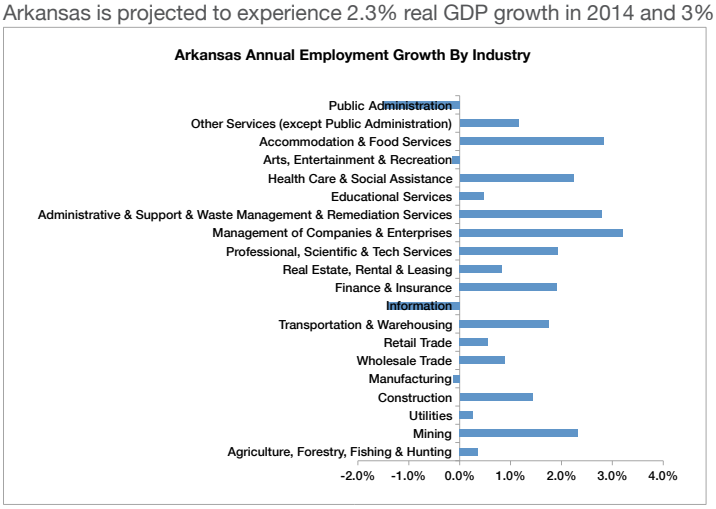
Residential Development Opportunity
Catalyst estimated the projected annual demand for multi-family housing products in the City of North Little Rock. The analysis included a review of the performance and characteristics of existing and planned supply of multi-family developments to forecast the market 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 North Little Rock 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 modest, 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 or 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.

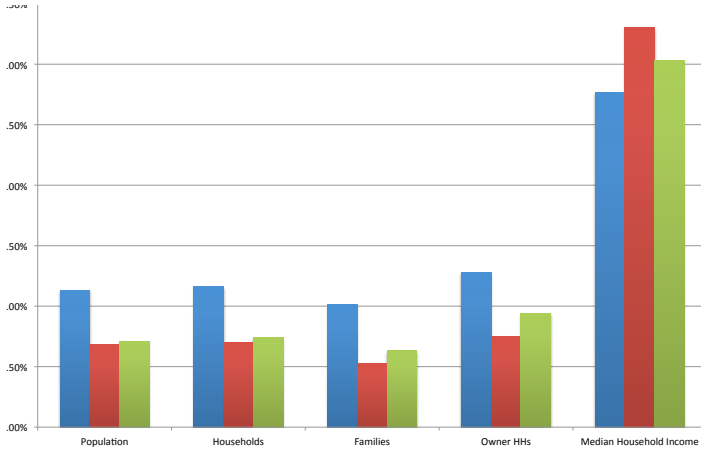
About Arkansas
Arkansas has a diverse and active economy. As of 2010 Arkansas had a population of 2,950,000. Arkansas had a population gain of over 9.1% between 2000 - 2010. This equates to approximately 242,000 people. The per capita income of Arkansas is $22,007 and the median household income is $40,531.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

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 sector 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 2011. Arkansas is projected to experience 2.3% real GDP growth in 2014 and 3%



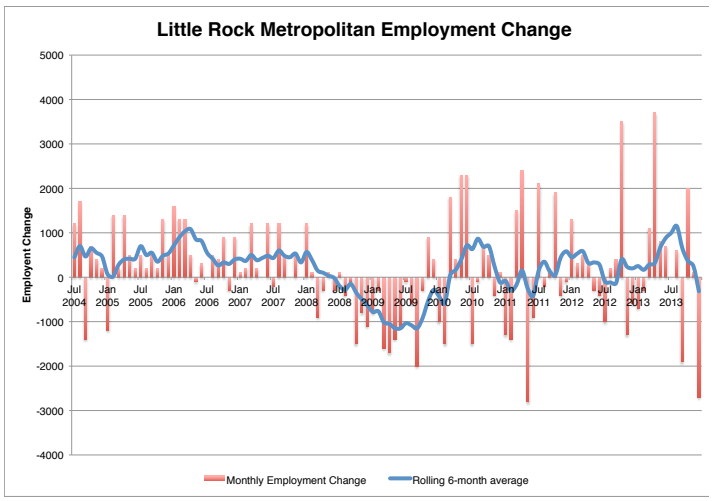
(Source: BLS)

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.



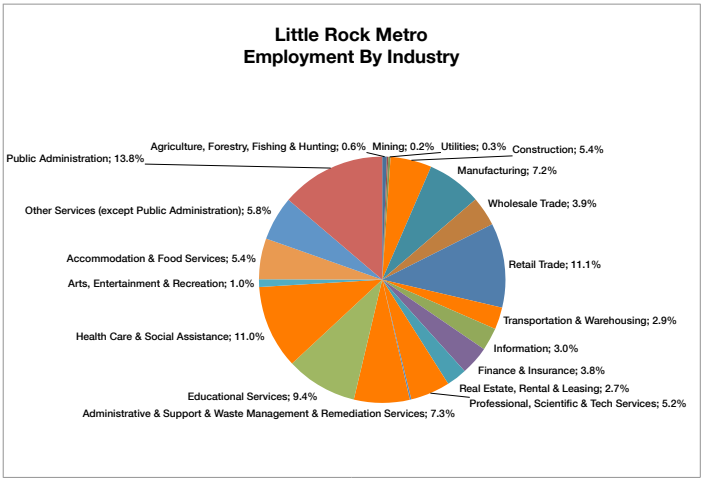
Little Rock MSA

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 and 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.



02 Existing Conditions

2.1 Demographics

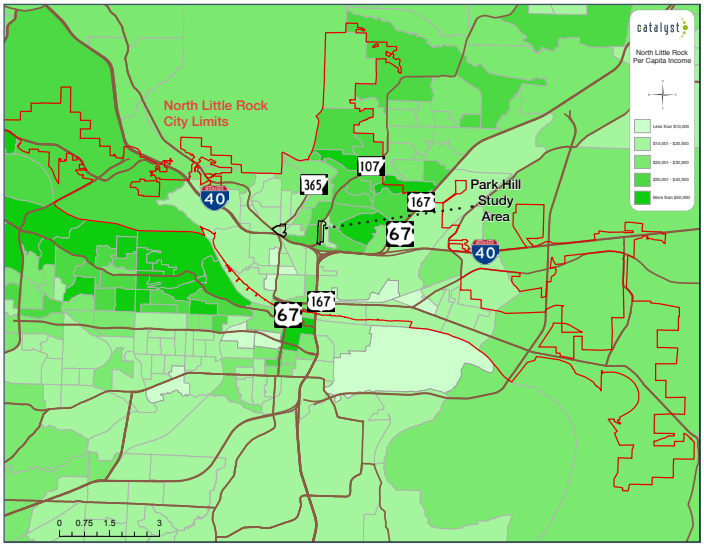
According to the Environmental Systems Research Institute (ESRI), the City of North Little Rock has a population of 63,000 people and 27,000 households and is expected to grow to over 64,000 people (2%) and 28,000 households (3%) by 2018. In North Little Rock the population is spread out with 26% under 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

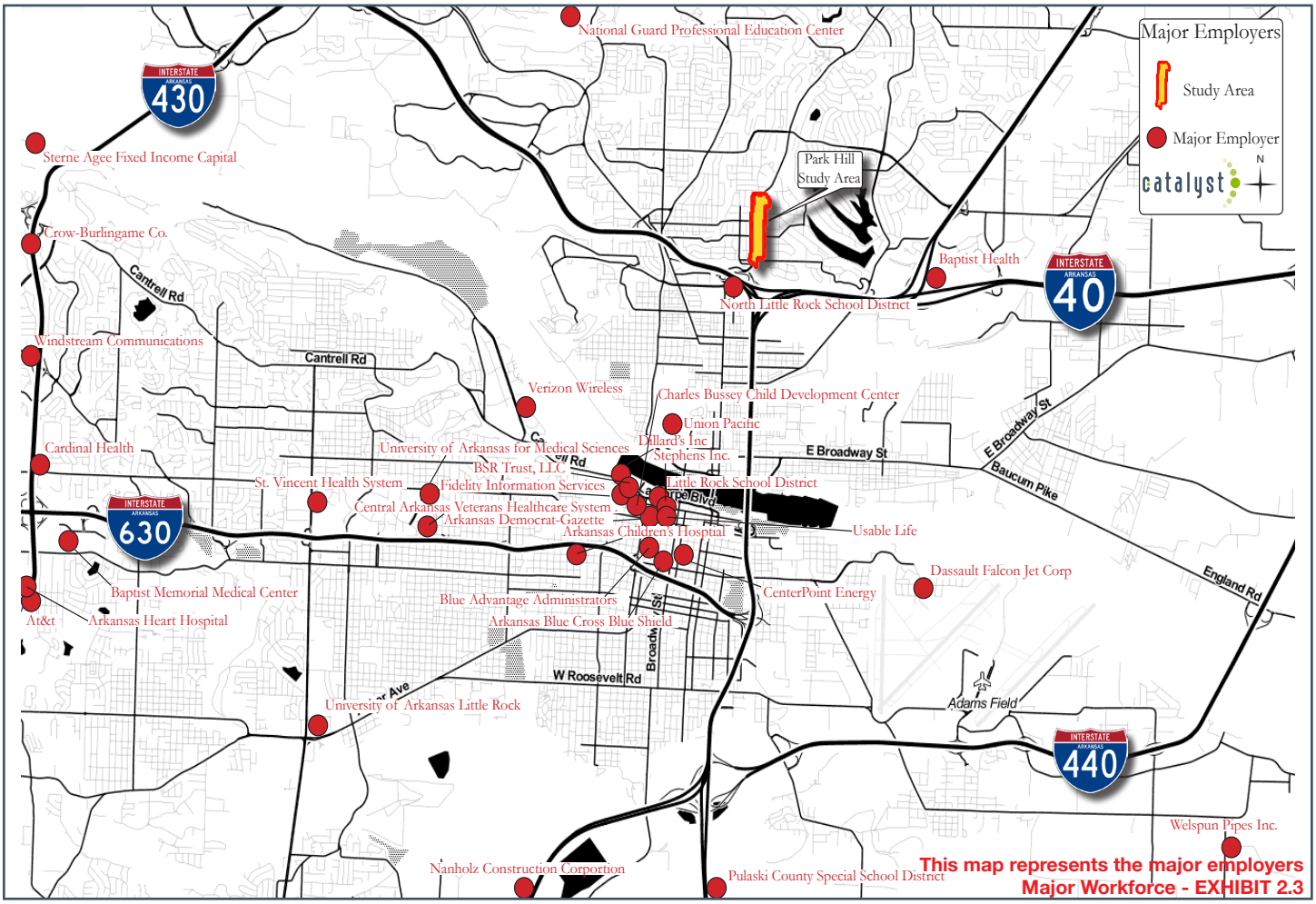
Income - EXHIBIT 2.1

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 (2,740 employees). Within a 3-mile radius from the study area there are over 46,800 workers employed in the area. 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 $9.1M in weekly workforce spending on retail and restaurants within a 5-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 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 (Muiltiple Locations)	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 (Multiple Locations)	500

2.5 Regional Commuter Patterns

Traffic Counts
The study area is located along JFK Blvd just North of I40. There are 34,00 VPD along JFK Blvd. south of A Ave., 32,000 VPD along JFK Blvd. south of C Ave, and 2,500 VPD along D Ave. east of JFK Blvd.

Traffic Counts Findings
JFK Blvd is a core commuter tract within the Study Area that connects Sherwood to I40. There are a total of over 68,500 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.

MAP	LOCATION	INTERSECTION	24 HOUR COUNTS
1	John F. Kennedy Blvd.	South of A Ave.	34,000
2	John F. Kennedy Blvd.	South of C Ave.	32,000
3	D Ave.	East of John F Kennedy Blvd.	2,500
Total			**68,500**

(Source: CoStar)

Regional Traffic Counts Map

This map represents the major traffic counts

Regional Traffic Counts - EXHIBIT 2.5

2.6 Student

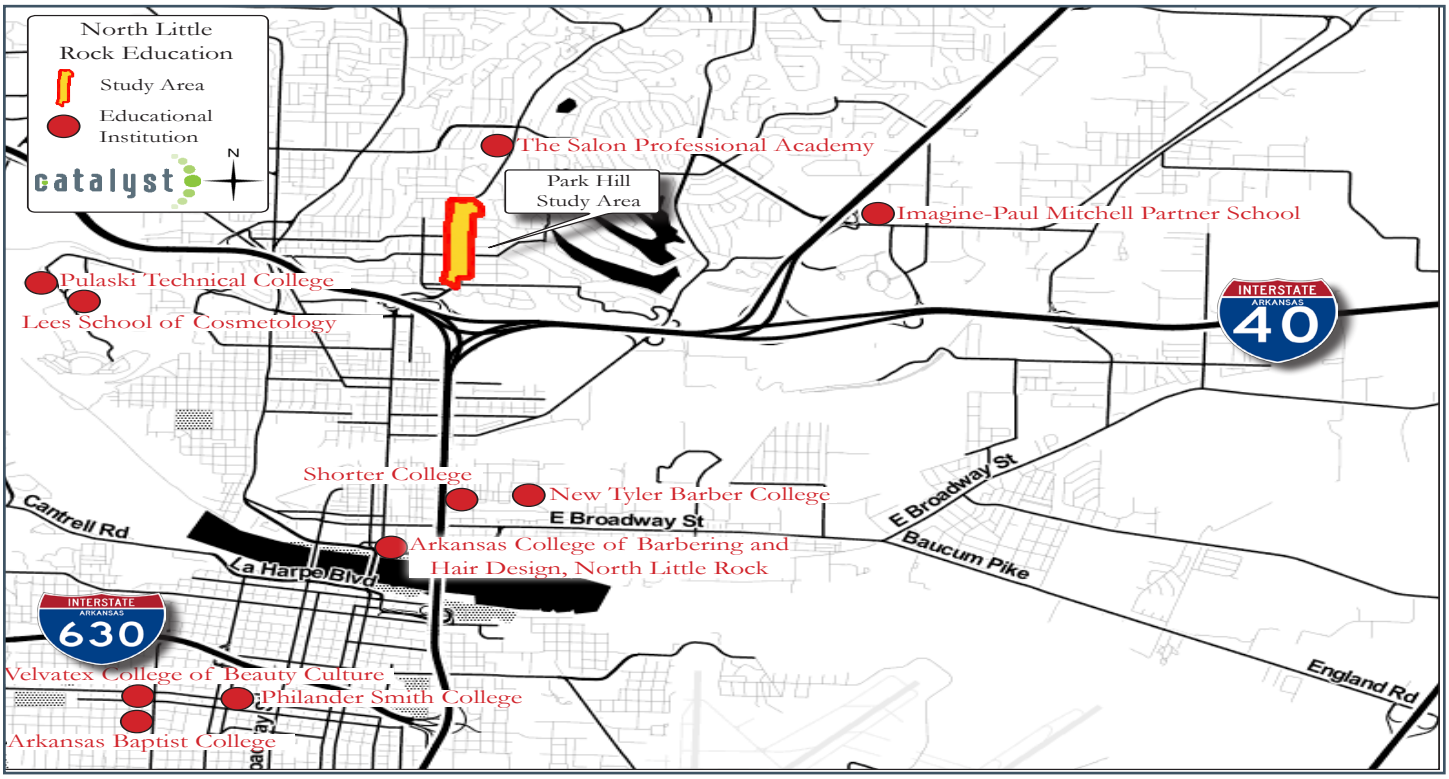
There are 10 college campus located within 6 miles of the study area with a total enrollment of 8,700. The two largest campuses are Pulaski Technical College with over 7,000 enrolled students, and Arkansas Baptist College with 1,082 enrolled students. Both of these campuses are located within 5 miles 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). The Salon Professional Academy (54 students), Shorter College (52 students), Less School of Cosmetology (29 students) and Velvatex 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
1	The Salon Professional Academy	54	2	5%
2	Imagine-Paul Mitchell Partner School	413	3	4%
3	Arkansas College of Barbering and Hair Design	106	3	4%
4	Lees School of Cosmetology	29	3	4%
5	New Tyler Barber College inc	65	3	4%
6	Shorter College	52	3	4%
7	Pulaski Technical College - Main	6,248	5	2%
8	Arkansas Baptist College	1,082	5	2%
9	Philander Smith College	666	5	2%
10	Velvatex College of Beauty Culture	23	5	2%
	Total	**8,738**		**190**

(Source: IPEDS)

Student Map



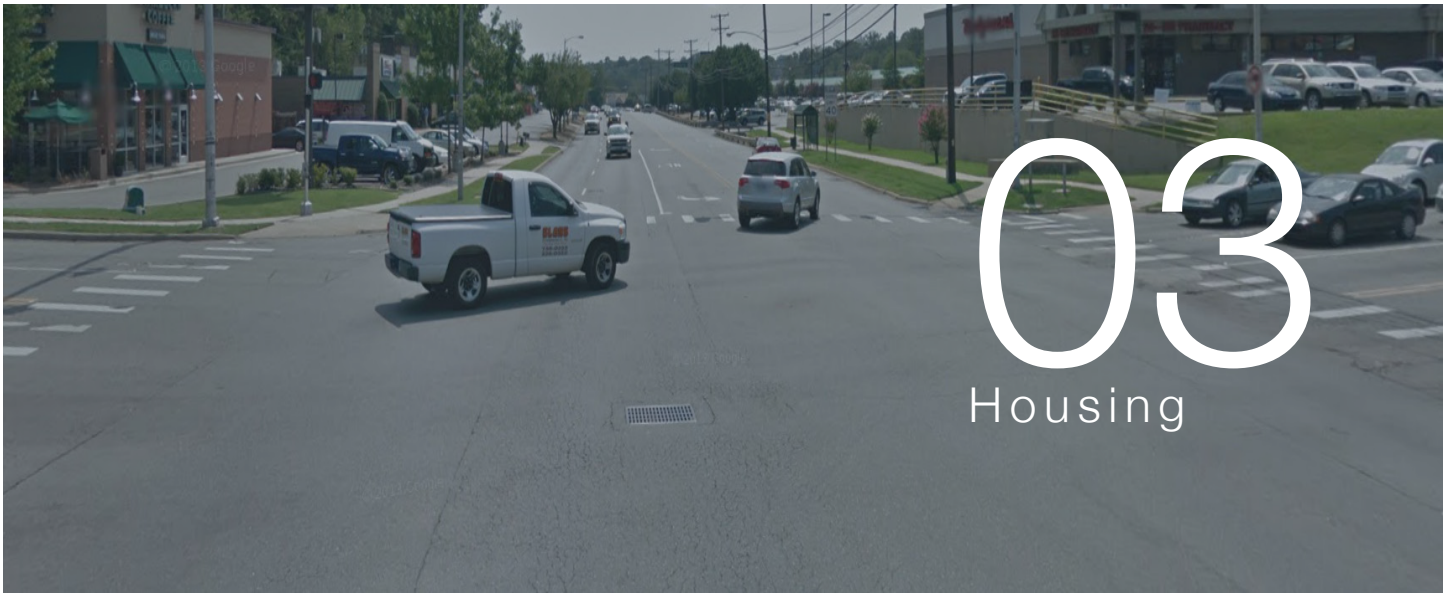
This map represents major schools

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 $54,000 annually in student expenditures on retail and restaurants.



03 Housing

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.

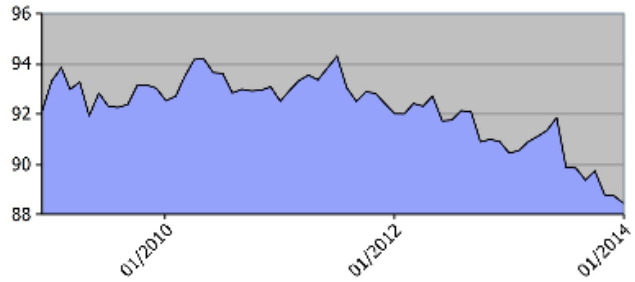
3.1 Multifamily Trends

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.

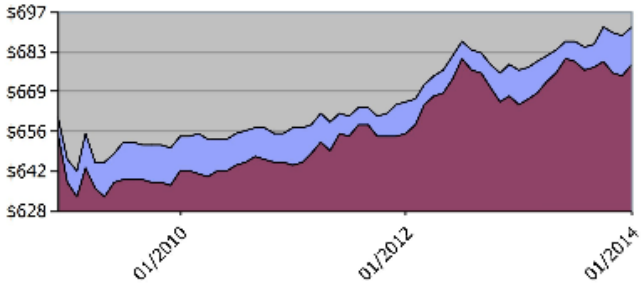
There are 29 multifamily developments with over 6,500 units in the North Little Rock Submarket. The average unit size is 905 SF with effective rents of $0.81 per SF. The average occupancy rate for all properties is 87%, and for properties built within the last 10 years the average occupancy rate is 84%.

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.

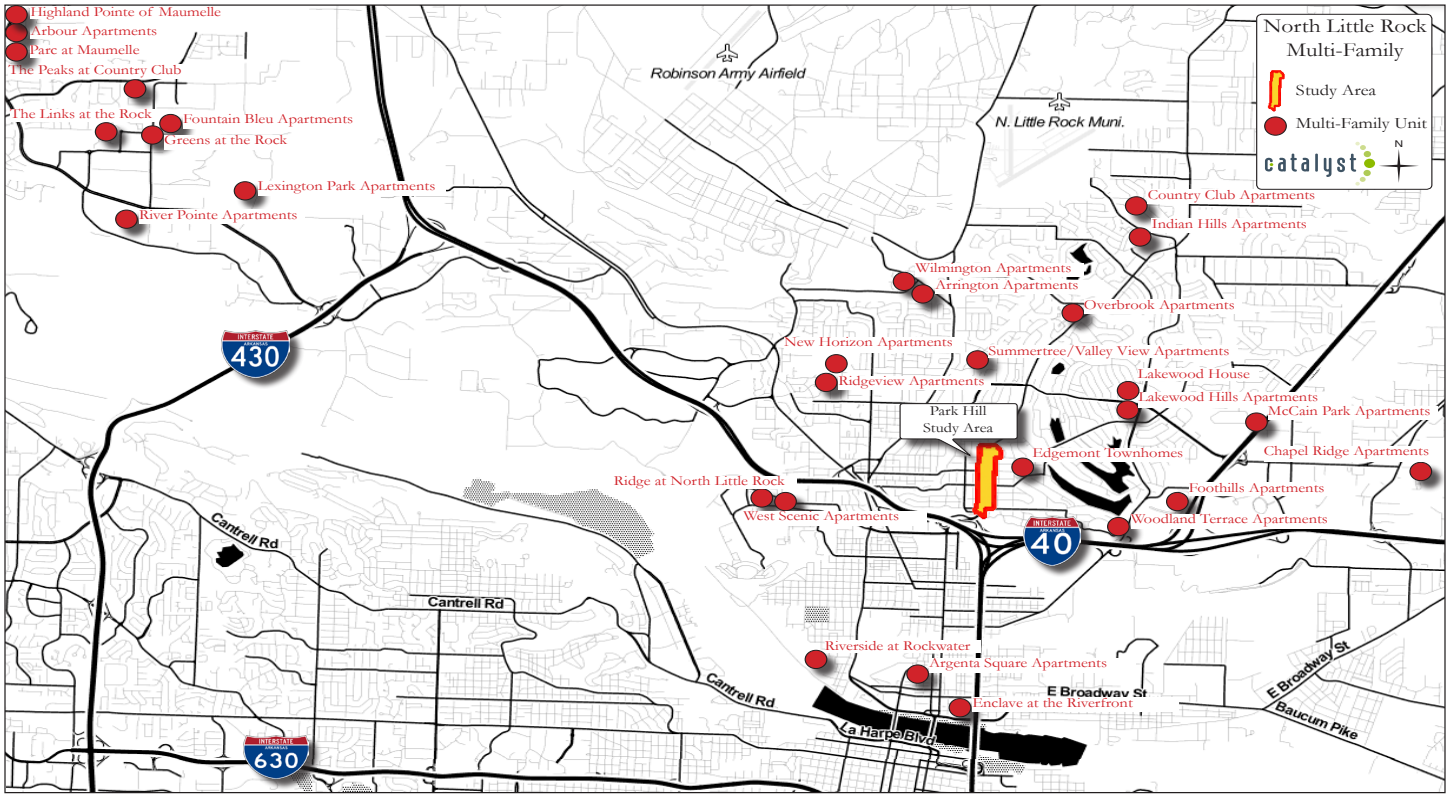
Little Rock Metro Multifamily Occupancy



Little Rock Metro Multifamily Market v Effective Rent



Multifamily Map



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

EXISTING MULTIFAMILY RENT RATES					
		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

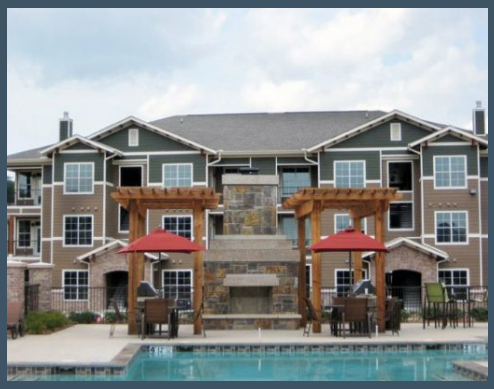
(Source ALNApartmentData)

EXISTING MULTIFAMILY PROPERTIES								
Property Name	**# Units**	**Avg. Size**	**Year Built**	**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
Fountaine Bleau I & II	288	1,256	2010	$1,170	$0.93	$1,081	$0.86	85
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 Properties

River Pointe


Riverside at Rockwater

Indian Hills

Woodland Terrace

Wilmington

Highland Pointe of Maumelle

Source: ALNapartmentdata

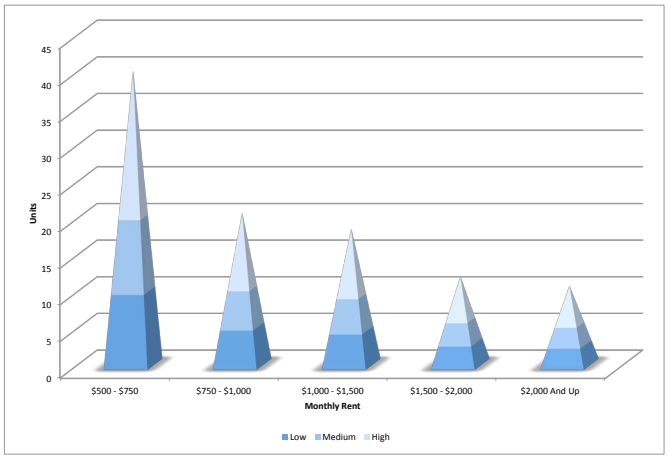
3.2 Multifamily Residential

Potential demand for multifamily residential was analyzed by examining current and future household demand for new high density 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

Fountain Bleau I & II

Chapel Ridge of North Little Rock

04 Office

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 for the 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 low leasing activity may limit demand for new construction activity.

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 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.

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	$9.52
East	114,735	0.0%	-	0	0			$15.25
Jacksonville	12,472	0.0%	-	0	0			$15.75
Maumelle	170,646	17.9%	30,600	0	-12,400		$10.64	
Midtown	1,909,260	23.4%	447,571	6,789	2,894	$0.00	$18.50	$0.00
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	
South	569,780	10.5%	59,670	23,412	-6,028		$13.50	$0.00
Southwest	10,400	0.0%	-	0	0			
West	3,780,216	9.0%	341,676	-8,149	-40,878	$0.00	$15.06	$0.00
Market Total	14,069,308	11.5%	1,622,281	54,180	34,849	$22.25	$17.50	$15.50

(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	PROJECTED OFFICE JOBS CHANGE
Agriculture, Forestry, Fishing & Hunting	1,956	0.4%	7	28.9%	565	2	(7)
Mining	786	2.3%	18	27.2%	214	5	0
Utilities	1,075	0.3%	3	46.9%	504	1	(60)
Construction	17,892	1.4%	256	20.3%	3,632	52	934
Manufacturing	24,025	-0.1%	(29)	32.2%	7,736	(9)	(211)
Wholesale Trade	13,019	0.9%	116	38.8%	5,051	45	390
Retail Trade	37,041	0.6%	208	21.5%	7,964	45	387
Transportation & Warehousing	9,646	1.8%	170	25.8%	2,489	44	199
Information	9,860	-1.4%	(138)	68.1%	6,715	(94)	225
Finance & Insurance	12,546	1.9%	240	85.8%	10,764	206	664
Real Estate, Rental & Leasing	8,989	0.8%	74	22.9%	2,058	17	148
Professional, Scientific & Tech Services	17,314	1.9%	334	87.7%	15,184	293	5,290
Management of Companies & Enterprises	616	3.2%	20	85.3%	525	17	4
Administrative & Support & Waste Management & Remediation Services	24,265	2.8%	678	33.3%	8,080	226	1,085
Educational Services	31,344	0.5%	151	83.3%	26,110	126	1,979
Health Care & Social Assistance	36,742	2.2%	821	30.8%	11,317	253	2,549
Arts, Entertainment & Recreation	3,443	-0.2%	(5)	26.2%	902	(1)	152
Accommodation & Food Services	17,984	2.8%	507	6.7%	1,205	34	38
Other Services (except Public Administration)	19,340	1.2%	223	41.2%	7,968	92	756
Public Administration	45,973	-1.5%	(693)	55.0%	25,285	(381)	(140)
Total	**333,856**		**2,961**		**144,269**	**971**	**14,383**

(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 the overall metro market. The North Little Rock Submarket is estimated to capture over 14% of new office jobs, which may create 26,600 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 Park Hill Study Area may reasonably capture up to 10,000 SF of new office demand.

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)	200
Cumulative New Office Demand (SF)	26,655

(Source: ESRI, BLS, Catalyst)

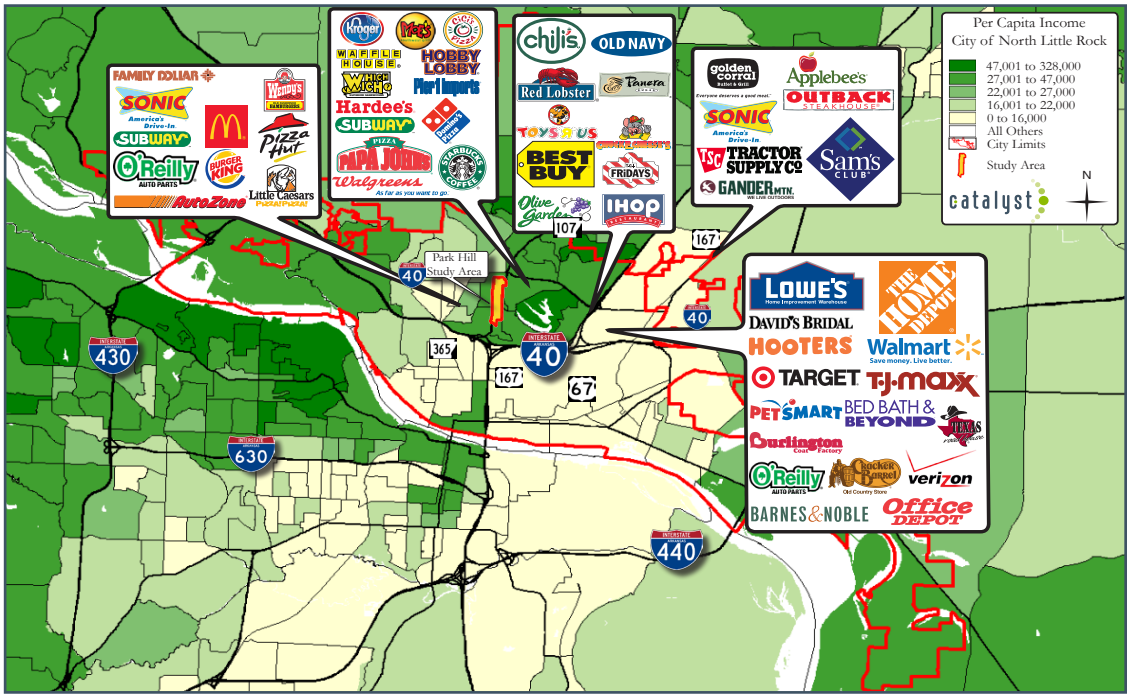
POTENTIAL OFFICE DEMAND	MARKET TOTAL	NORTH LITTLE ROCK SUBMARKET
RBA	14,069,308.00	669,055
Vacant	11.5%	5.2%
Vacant (SF)	1,622,281	34,463
Occupied	88.5%	94.8%
Occupied Space (SF)	12,447,027	634,592
Net Absorption Quarter over Quarter	54,180	(6,280)
Net Absorption Year over Year	34,849	(5,587)
Potential 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 Absoprtion New Office Space	**49,133**	**65,788**
Park Hill Study Area Potential Capture		**9,868**

(Source: CBRE, ESRI, BLS, Catalyst)

05 Retail

This map represents major retailers near the Study Area

Major Retail - EXHIBIT 5.1



5.1 Retail

As you cross Interstate 40 and enter the Study Area, the retail composition changes quickly from national retailers to local and regional service retail. Most of the commercial property in the Park Hill Study Area has limited depth and is comprised of fragmented ownerships. The Lakehill Shopping Center is near the northern boundary of the Study Area and contains discount and value oriented retail and caters to the local population. There are a few national retailers such at Exxon, Schlotzky's, and Shell. The areas income and population base can support newer quality retail which can cater to the local and regional needs. Argenta, in North Little Rock near I-30 may also service a portion of Park Hill demand.

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%
Total	**8,738**		**190**

(Source: IPEDS)

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

5.1 Student Generated Retail Demand

There are over 8,700 students enrolled in various college campuses within a 5-mile radius from The Park Hill 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 Annual 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
Total	**97%**		**$661,408**	**3040**	**1,794**

(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	46,825
Total Weekly Expenditures	$195
Percent Capture	3%
Total Annual Expenditures*	**$9,532,634**

* 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 10,700 business that employee nearly 47,000 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 41,500 SF of retail and restaurants.

Category	Percent	Weekly Expenditures	Annual Expenditures	Sales Per SF	Demand (SF)
Gasoline Stations	21.9%	$59,989.85	$2,999,492.44	300	9,998
Electronic Shopping & Mail-Order Houses	8.4%	$23,009.81	$1,150,490.25		
Full-Service Restaurants	8.1%	$22,188.03	$1,109,401.31	425	2,610
Limited-Service Eating Places	7.7%	$21,092.32	$1,054,616.06	300	3,515
Department Stores	3.9%	$10,683.12	$534,156.19	300	1,781
Other General Merchandise Stores	12.0%	$32,871.15	$1,643,557.50	200	8,218
Health & Personal Care Stores	11.7%	$32,049.37	$1,602,468.56	300	5,342
Grocery Stores	9.6%	$26,296.92	$1,314,846.00	475	2,768
Clothing Stores	2.0%	$5,478.53	$273,926.25	275	996
Shoe Stores	1.5%	$4,108.89	$205,444.69	150	1,370
Sporting Goods/Hobby/Musical Instr Stores	1.3%	$3,561.04	$178,052.06	300	594
Electronics & Appliance Stores	2.9%	$7,943.86	$397,193.06	300	1,324
Jewelry, Luggage & Leather Goods Stores	2.4%	$6,574.23	$328,711.50	315	1,044
Office Supplies, Stationery & Gift Stores	4.4%	$12,052.76	$602,637.75	300	2,009
Entertainment	2.1%	$5,752.45	$287,622.56		
Total	**99.9%**	**$273,652.32**	**$13,682,616.19**		**41,568**

(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	171	343	685
Average Weekly Spending		$131	
Total Potential Annual Expenditures	**$1,121,688**	**$2,243,375**	**$4,486,750**

(Source: ESRI, ICSC, Catalyst)

This chart represents the potential expenditures of the regional commuters

Commuter Expenditures - EXHIBIT 5.5

5.3 Commuter Generated Retail Demand

Over 68,000 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.

Assuming a medium capture rate of 0.5% and average weekly spending of $131, the subject site may reasonably capture $2.2M in annual retail expenditures by commuters. There is potential to capture $359,000 in grocery sales, $308,000 in full-service restaurants and fast food, and $119,000 in other retail categories. Currently, there is potential commuter demand to support nearly 6,700 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%	$17,125	$856,250	300	2,854
Auto Parts, Accessories, & Tire Stores	4%	$1,713	$85,625	500	171
Grocery Stores	16%	$7,179	$358,940	475	756
Full-Service Restaurants	7%	$3,083	$154,125	425	363
Limited-Service Eating Places	7%	$3,083	$154,125	300	514
Department Stores	3%	$1,165	$58,225	300	194
Other General Merchandise Stores	3%	$1,165	$58,225	200	291
Health & Personal Care Stores	3%	$1,165	$58,225	300	194
Clothing Stores	3%	$1,165	$58,225	275	212
Shoe Stores	3%	$1,165	$58,225	150	388
Sporting Goods/Hobby/Musical Instr Stores	3%	$1,165	$58,225	300	194
Electronics & Appliance Stores	3%	$1,165	$58,225	300	194
Jewelry, Luggage & Leather Goods Stores	3%	$1,165	$58,225	315	185
Office Supplies, Stationery & Gift Stores	3%	$1,165	$58,225	300	194
Other	5%	$2,398	$119,875		
Total	**100%**	**$45,059**	**$2,252,965**		**6,704**

(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 Park Hill Study Area. Based on existing conditions within each of these geographies there is potential for the Park Hill 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
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 Depts.	-	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
Total Demand (SF)	**3,589**	**33,792**	**23,321**	**60,702**

(Source: ESRI, Catalyst)

This chart represents the potential SF demand from the regional residential

Residential Demand - EXHIBIT 5.9

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	-	171	-	471
Furniture Stores	-	-	-	1,937	1,937
Home Furnishings Stores	-	-	-	-	-
Electronics & Appliance Stores	55	1,324	194	4,671	6,244
Bldg Material & Supplies Dealers	-	-	-	-	-
Lawn & Garden Equip & Supply Stores	-	-	-	84	84
Grocery Stores	368	2,768	756	-	3,892
Specialty Food Stores	-	-	-	750	750
Beer, Wine & Liquor Stores	-	-	-	-	-
Health & Personal Care Stores	244	5,342	194	-	5,780
Gasoline Stations	-	9,998	2,854	-	12,852
Clothing Stores	104	996	212	2,011	3,323
Shoe Stores	192	1,370	388	3,352	5,301
Jewelry, Luggage & Leather Goods Stores	91	1,044	185	2,268	3,587
Sporting Goods/Hobby/Musical Instr Stores	-	594	194	-	788
Book, Periodical & Music Stores	-	-	-	806	806
Department Stores Excluding Leased Depts.	-	1,781	194	16,215	18,190
Other General Merchandise Stores	-	8,218	291	21,935	30,444
Florists	-	-	-	-	-
Office Supplies, Stationery & Gift Stores	-	2,009	194	-	2,203
Used Merchandise Stores	-	-	-	4,794	4,794
Other Miscellaneous Store Retailers	-	-	-	884	884
Full-Service Restaurants	231	2,610	363	-	3,204
Limited-Service Eating Places	209	3,515	514	-	4,238
Special Food Services	-	-	-	-	-
Drinking Places - Alcoholic Beverages	-	-	-	996	996
Total Demand (SF)	**1,794**	**41,568**	**6,704**	**60,702**	**110,767**

This chart represents the total SF demand from all categories

Aggregate Demand - EXHIBIT 5.10

ADDITIONAL MAPS

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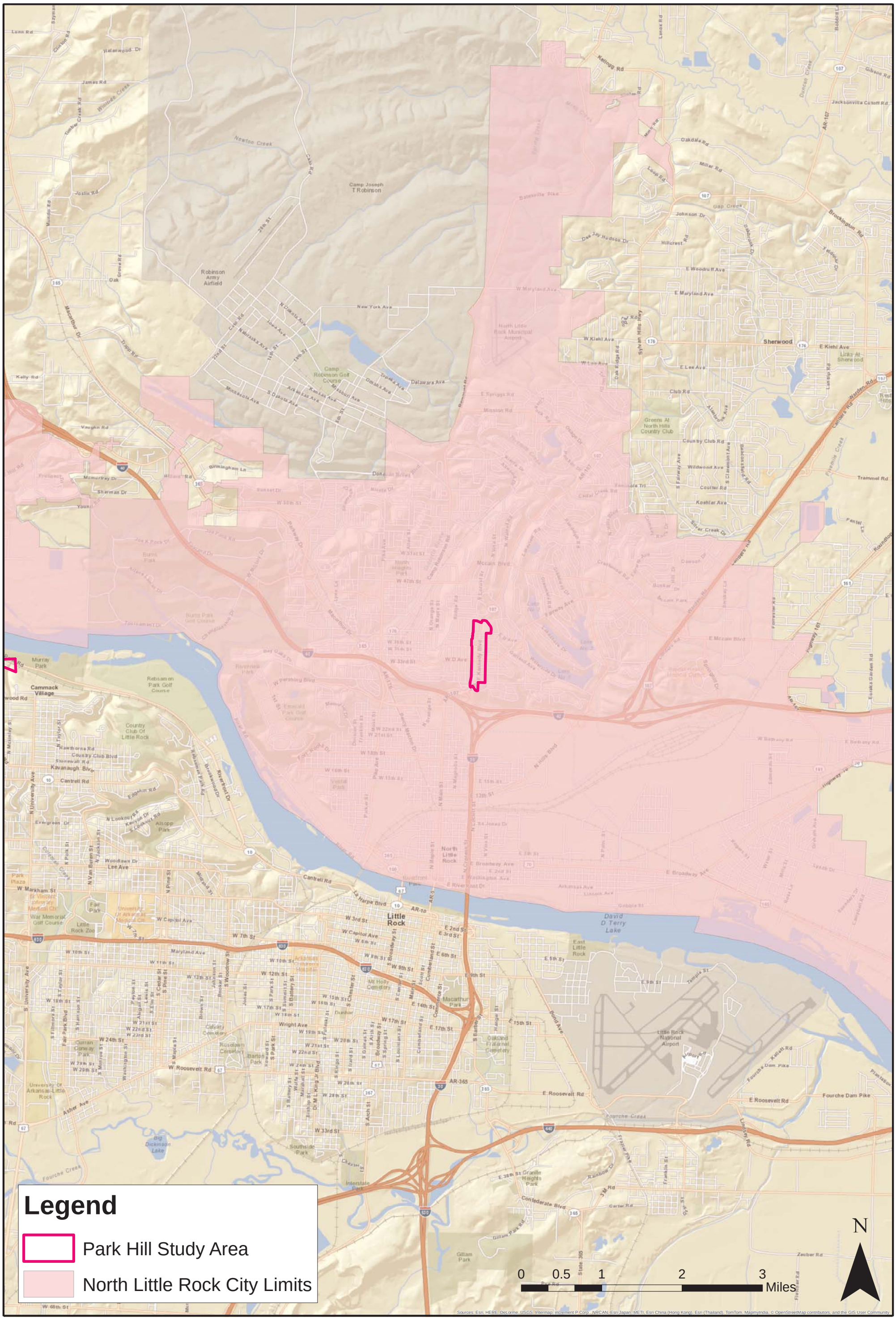

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Park Hill: Regional Map

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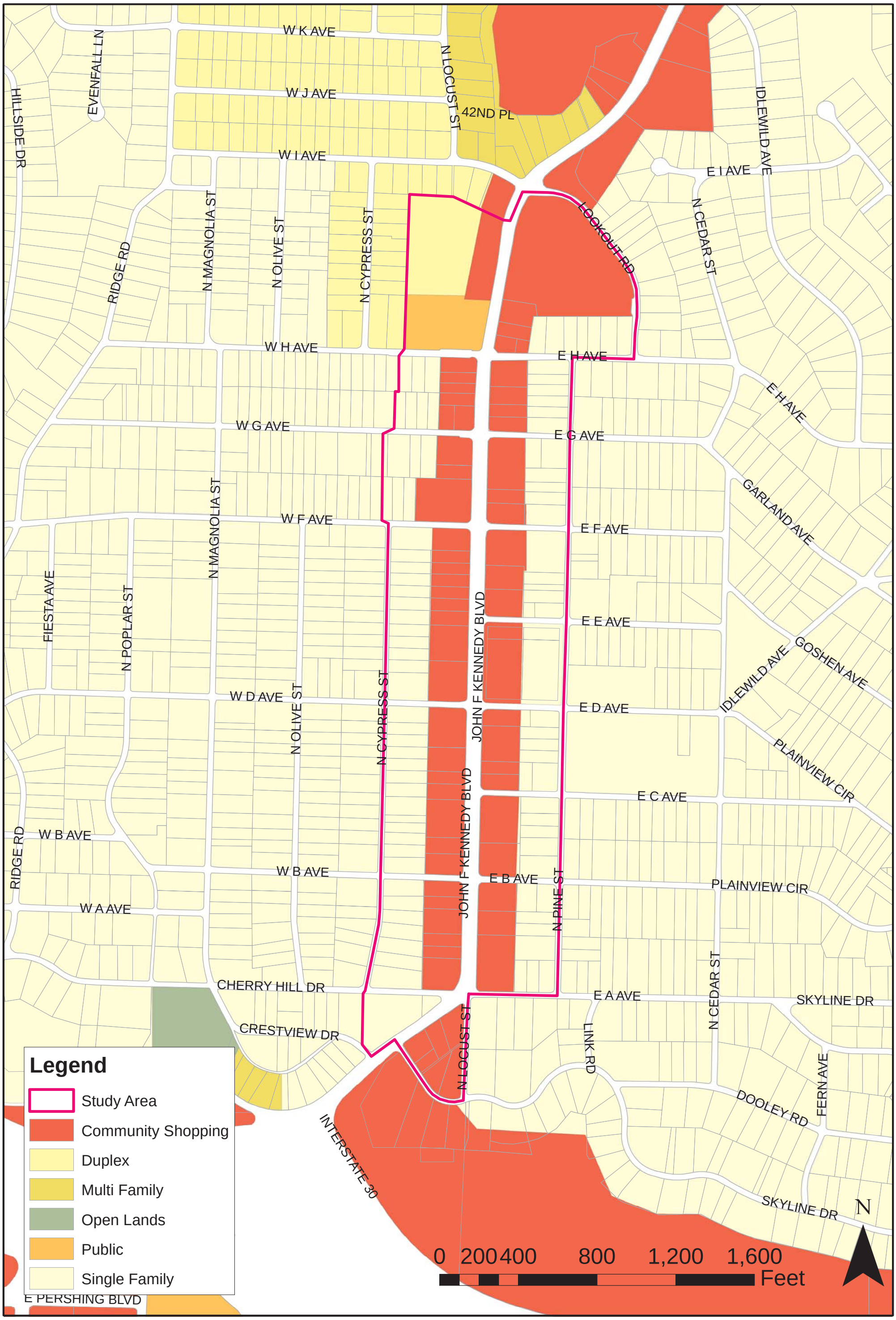

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Park Hill: Existing Land Use

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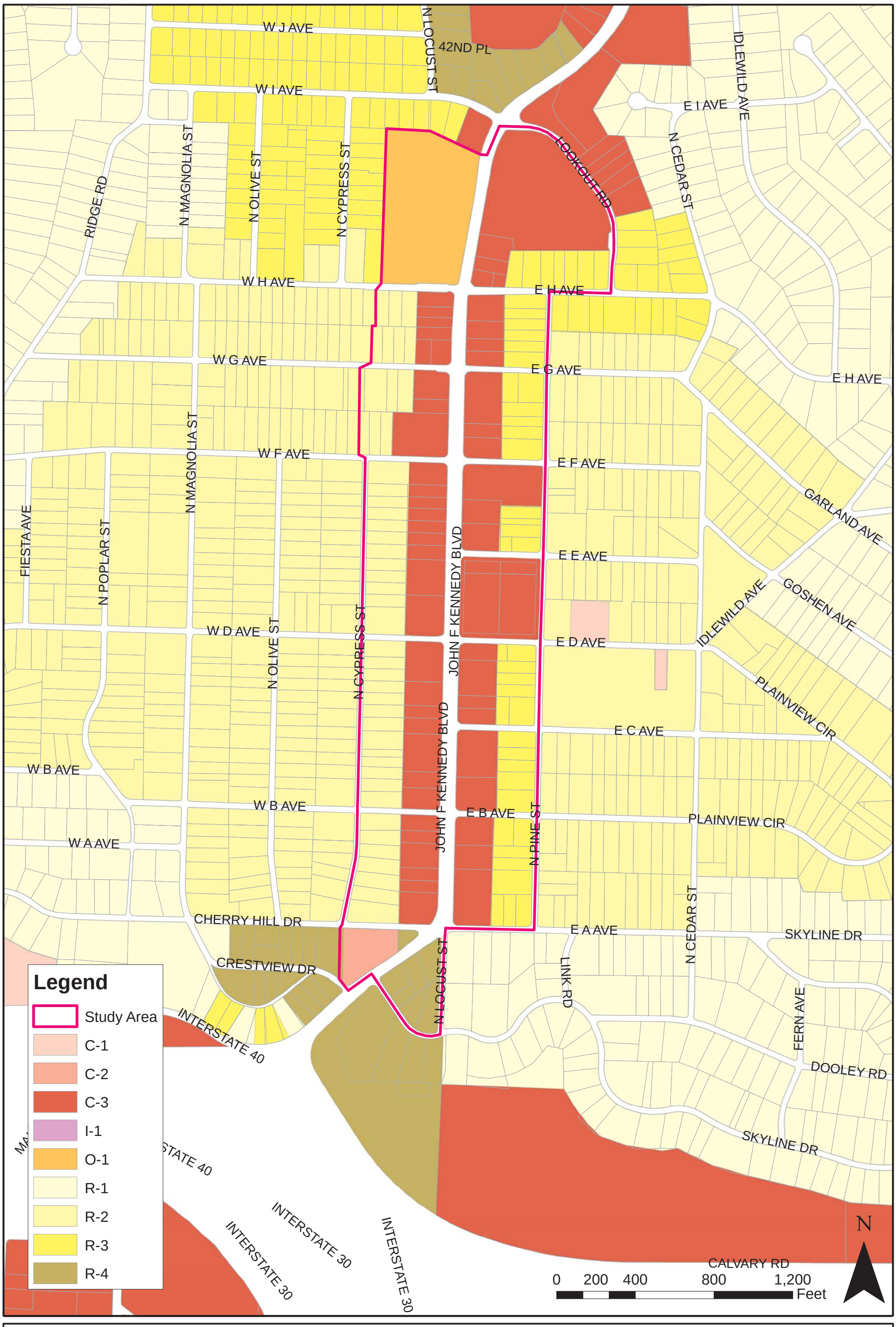

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Park Hill: Existing Zoning

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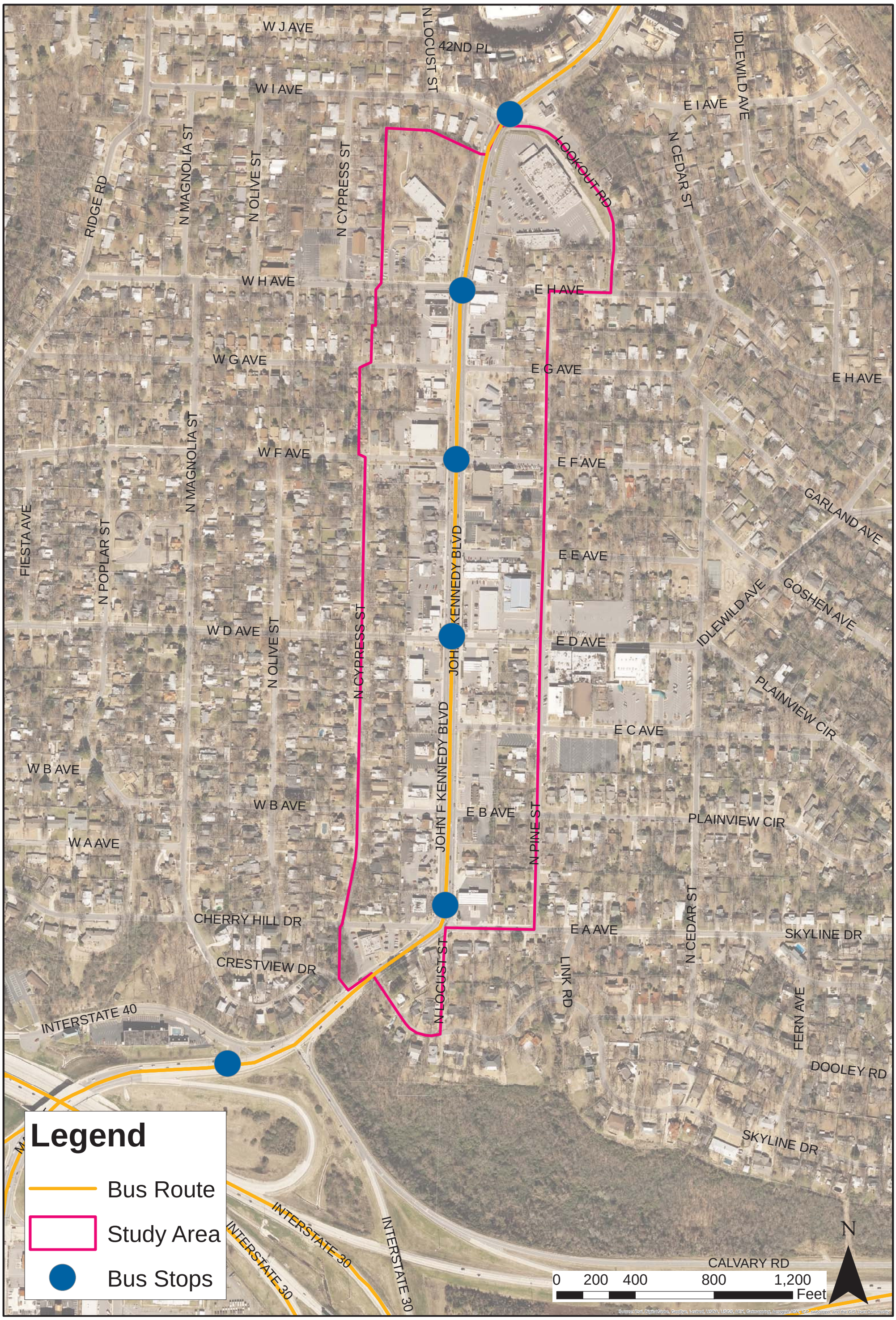

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Park Hill: Electrical Utilities

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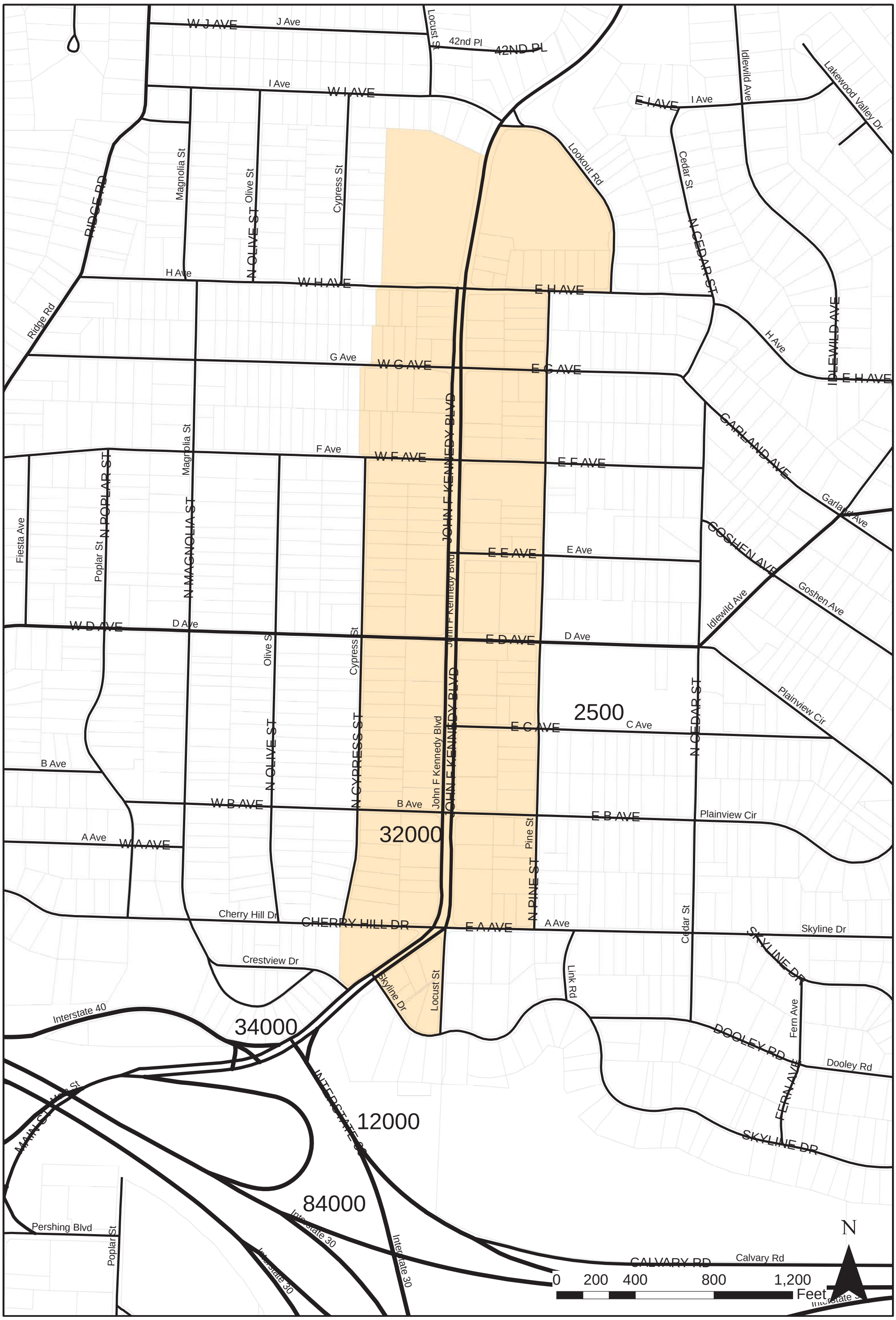

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Park Hill: Daily Traffic Counts

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Park Hill: Existing Zoning

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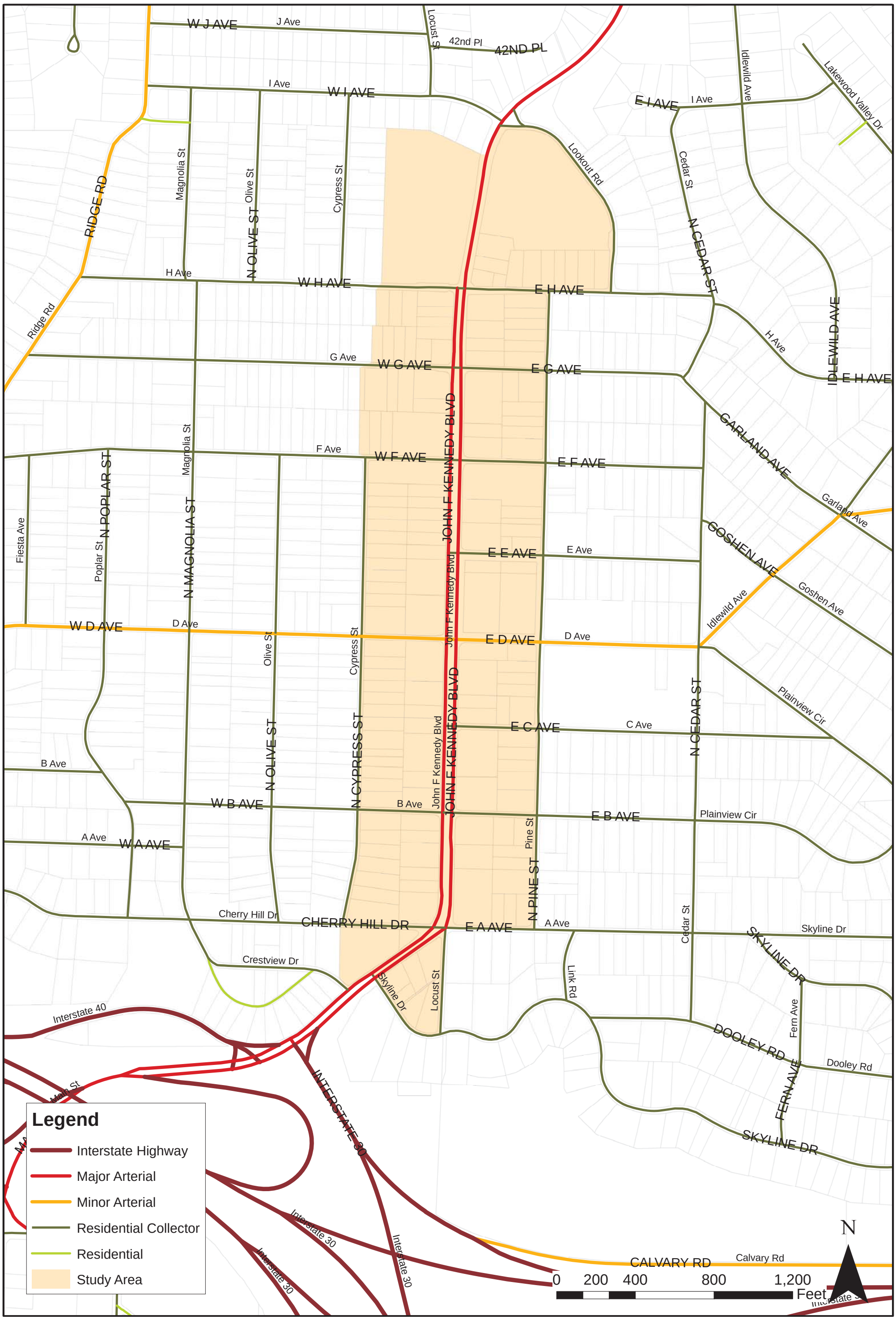

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Park Hill: Master Throughfare

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Park Hill: Public Facilities and Parks

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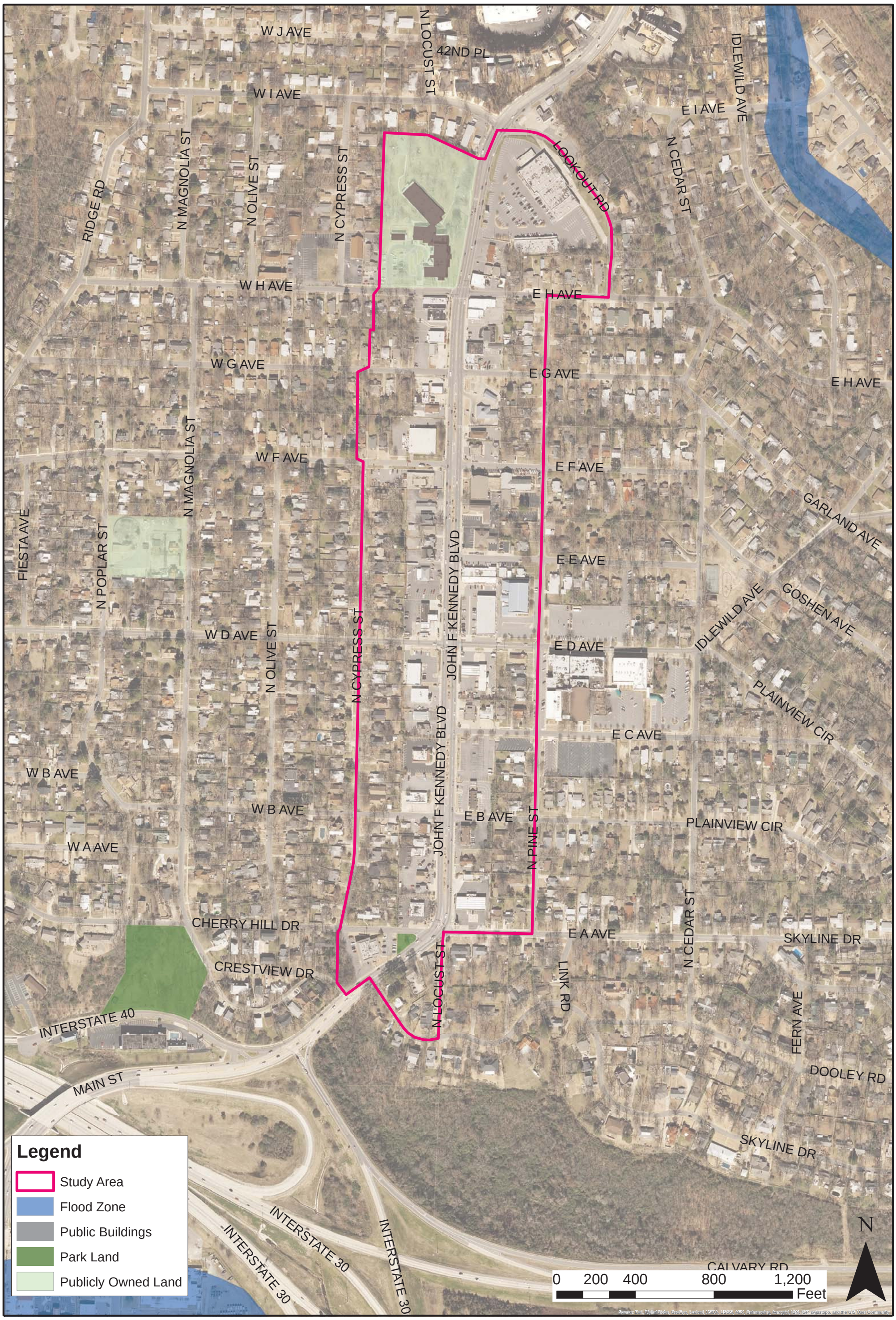

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Park Hill: Flood Zones/ Open Space

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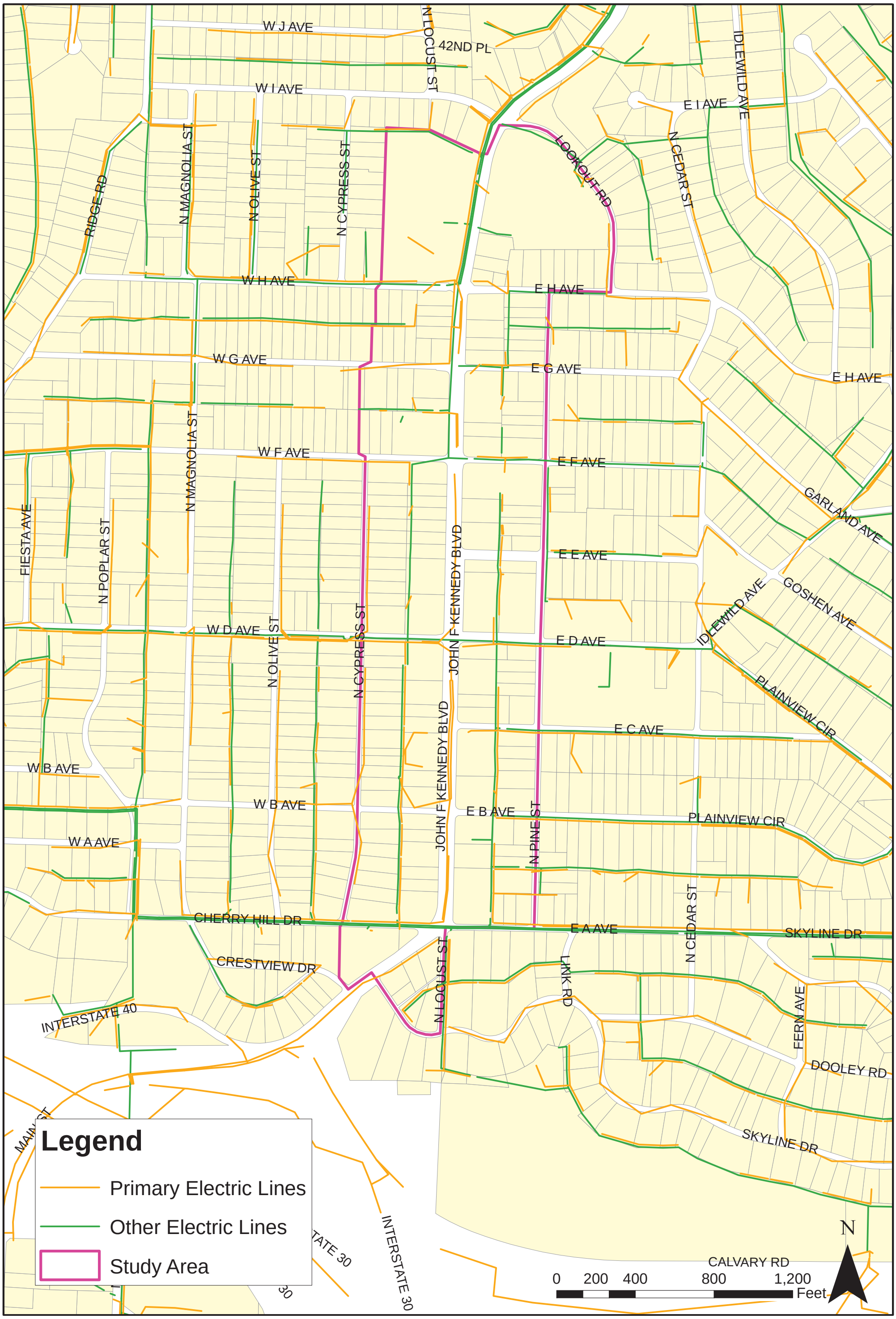

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Park Hill: Electrical Utilities

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