



A Golden Opportunity

East Broadway Corridor
and Census Tract 28
ZONES OF OPPORTUNITY



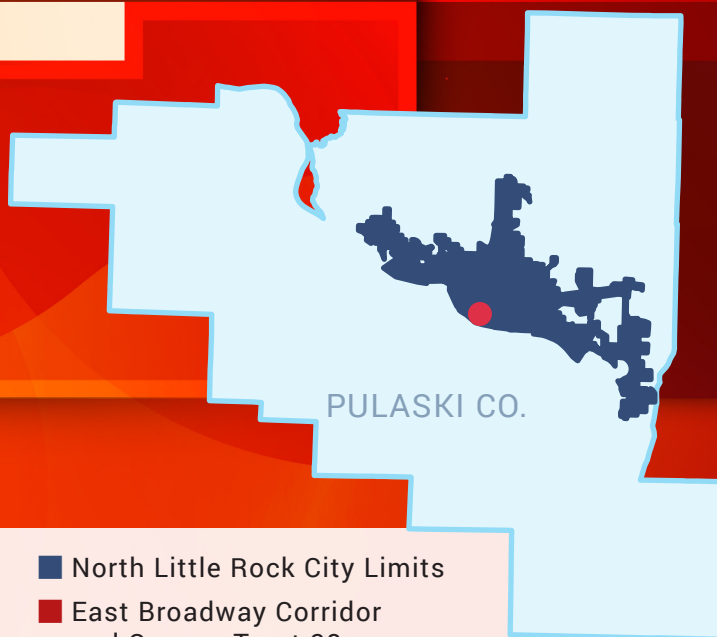
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ZONES OF OPPORTUNITY



- North Little Rock City Limits
- East Broadway Corridor
and Census Tract 28

CONTENTS



A GOLDEN OPPORTUNITY	1
PURPOSE OF PROJECT	1
DEMOGRAPHIC BREAKDOWN	2
RETAIL	6
CRIME	7
COMMERCIAL AND INDUSTRIAL	8
SUMMARY	9

Prepared by



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EAST BROADWAY CORRIDOR AND CENSUS TRACT 28 ZONES OF OPPORTUNITY

North Little Rock, a city of approximately 66,127 people, is a vibrant community rich in restaurants, the arts, shopping, and sports. However, in order to improve the city for all citizens, an evaluation of Census Tract 26 and Census Tract 28 were conducted.

Census Tract 26, known informally as the East Broadway Corridor (EBC), is a mixed use area of North Little Rock that's bordered on the west by I-30, the Arkansas River to the south, the intersection of Hwy 165 and Rose Lane on the east, and East 4th Street on the north.

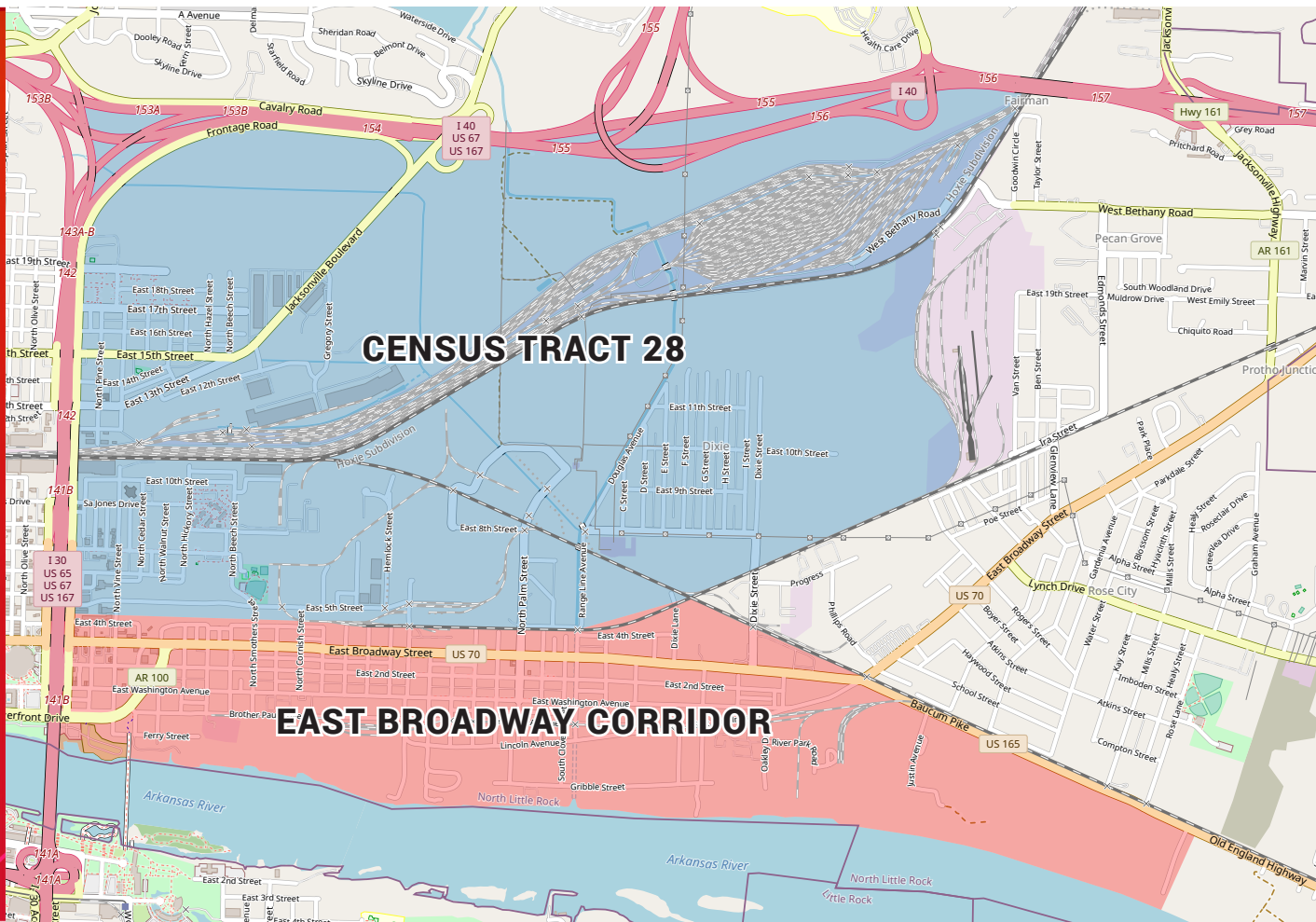
Census Tract 28, which is a designated Opportunity Zone, combines neighborhoods and commercial property in an area above Census Tract 26 and is bordered I-30 to the west, I-40 to the north, East 4th Street to the south and wetlands to the east.

PURPOSE OF PROJECT

The goal of the East Broadway and Opportunity Zone project is to use recent infrastructural improvements to East Broadway Avenue as a catalyst to expand the area's economic viability and sense of community. To assist in this effort, the City of North Little Rock has authorized the Arkansas Economic Development Institute (AEDI) to conduct an economic assessment of the area that can serve as a benchmark for future development efforts.

MAP 1: East Broadway Corridor and Census Tract 28

Source: U.S. Census Bureau, OpenStreetMap



DEMOGRAPHIC BREAKDOWN

When compared with the rest of North Little Rock, the East Broadway Corridor and Census Tract 28 have lower levels of income, racial diversity, education, homeownership, and fewer married families. Poverty levels in the examined areas, 44% and 65.8% respectively, far exceed the citywide average of 16.1%.



INCOME

Median Household Income in the Past 12 Months

NLR	EBC	CT28
\$35,578	\$23,203	\$10,584

Per Capita Income in the Past 12 Months

NLR	EBC	CT28
\$19,662	\$11,151	\$8,417

Population Below the Poverty Level

NLR	EBC	CT28
16.1%	44.0%	65.8%



TENURE

Total Occupied Housing Units

NLR	EBC	CT28
26,612	387	860

Owner Occupied

NLR	EBC	CT28
49%	28%	28.5%

Renter Occupied

NLR	EBC	CT28
51%	72%	71.5%



RACE

TOTAL POPULATION

White Alone

Black or African American Alone

Hispanic or Latino of Any Race

American Indian and Alaska Native Alone

Two or More Races

Native Hawaiian and Other Pacific Islander Alone

Asian Alone

NLR	EBC	CT28
66,127	1,308	2,507
54.0%	14.0%	1.9%
39.7%	84.0%	83.8%
5.7%	0.0%	5.1%
0.5%	1.0%	0.0%
1.0%	1.0%	9.1%
0.0%	0.0%	0.0%
0.5%	0.0%	0.0%

Source: U.S. Census Bureau, 2013–2017 American Community Survey 5-Year Estimates



SEX AND AGE

Population	Total	Male	Female
NLR	66,127	43.5%	56.5%
EBC	1,308	44.6%	55.4%
CT28	2,507	36.6%	63.4%

EBC And CT28 Combined Sex And Age

Under 18 Years		18-64 Years		65 Years & Older	
MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
571	924	1010	1336	160	327



HOUSEHOLD TYPE

Total Households

NLR	EBC	CT28
26,612	387	860

Married-Couple Family

NLR	EBC	CT28
49.0%	17.0%	11.0%

Female Householder, No Husband Present

NLR	EBC	CT28
18.0%	36.0%	50.0%

Householder Living Alone

NLR	EBC	CT28
51.0%	32.0%	32.0%



EDUCATIONAL ATTAINMENT

Population 25 Years and Over

NLR	EBC	CT28
43,551	333	1,215

Less Than High School

NLR	EBC	CT28
15.7%	28.9%	23.3%

High School Graduate (includes equivalency)

NLR	EBC	CT28
84.3%	36.4%	42.1%

Some College or Associate's Degree

NLR	EBC	CT28
59.4%	29.1%	28.4%

Bachelor's Degree or Higher

NLR	EBC	CT28
38.5%	5.6%	6.3%

Source: U.S. Census Bureau, 2013–2017 American Community Survey 5-Year Estimates

DEMOGRAPHIC BREAKDOWN



SOURCE OF EARNINGS

EBC & CT28* EMPLOYMENT

29%

23%

48%

52%

*EBC & CT28 combined

V/S

Full-time

Part-time

No Earnings
from Work

Work
Participation
Rate

NLR EMPLOYMENT

42%

19%

39%

61%



EBC AND CT28 COMBINED MAIN EMPLOYMENT TYPES

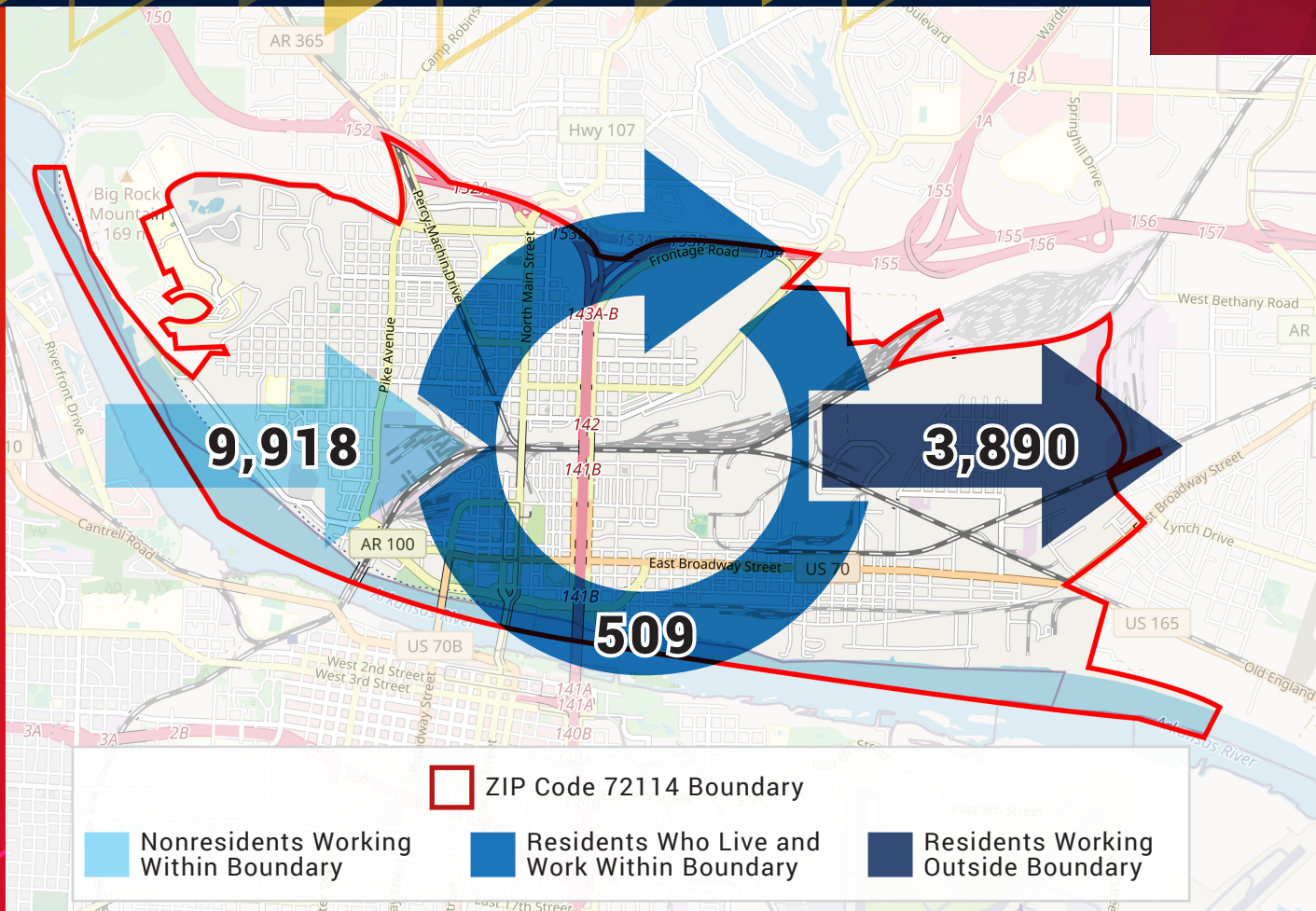
No comparison is made for NLR

Personal Care Aide	8.4%	Security Guards	4.1%	Waiters and Waitresses	2.2%
Food Prep	5.9%	Secretaries and Admin	3.5%	Maids and Housekeepers	2.2%
Sales Rep	5.2%	Customer Service	3.3%	Stocking Clerks	2.2%
Elementary School Worker	5.2%	Heavy Tractor Drivers	3.1%	Maintenance Workers	2.1%
Office Clerks	5.0%	Middle School Teachers	3.1%	Retail Salesperson	2.0%
Janitors and Cleaning	4.7%	Bookkeeping	3.0%	Childcare Workers	2.0%
Operational Assistant	4.6%	Line Supervisors	3.0%	Ushers, Lobby Workers	2.0%
Teacher's Assistant	4.3%	Cashiers	3.0%	Nursing Assistants	2.0%
Labor and Freight Movers	4.3%	Food Cooks	3.0%		
Secondary School Workers	4.1%	Light Truck Delivery	2.3%		

Source: Esri and Infogroup. Esri 2019 Updated Demographics: NLR-Pulaski County, AR

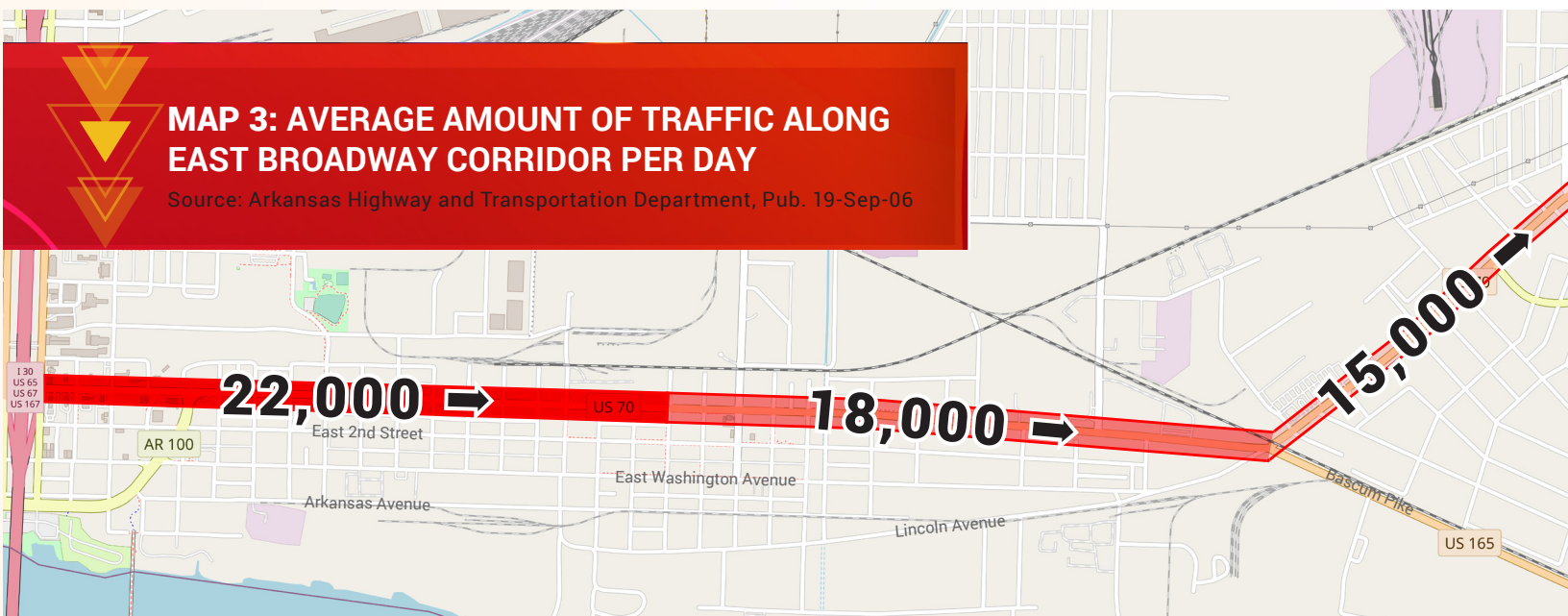
MAP 2: ZIP CODE 72114 LABOR SHED

Source: Esri and Infogroup. Esri 2019 Updated Demographics



MAP 3: AVERAGE AMOUNT OF TRAFFIC ALONG EAST BROADWAY CORRIDOR PER DAY

Source: Arkansas Highway and Transportation Department, Pub. 19-Sep-06



RETAIL

RETAIL TRADE DEMAND

Businesses in the area, both restaurants and shops, are performing above expectations and have revenues that exceed those expected from local demand. However, home furnishings, office supplies, jewelry, art, shoes, clothing, and grocery stores are underrepresented in the area's retail mix.



2017 SUMMARY

NAICS
(retail sales)

Demand
(retail potential)

Supply
(retail sales)

Retail Surplus

Number of
Businesses

**TOTAL
COMBINED**

**TOTAL
RETAIL TRADE**

**TOTAL
FOOD & DRINK**

44-45, 722

44-45

722

\$11,917,904

\$10,811,142

\$1,106,762

\$75,170,329

\$70,619,667

\$4,550,661

\$63,252,425

\$59,808,525

\$3,443,899

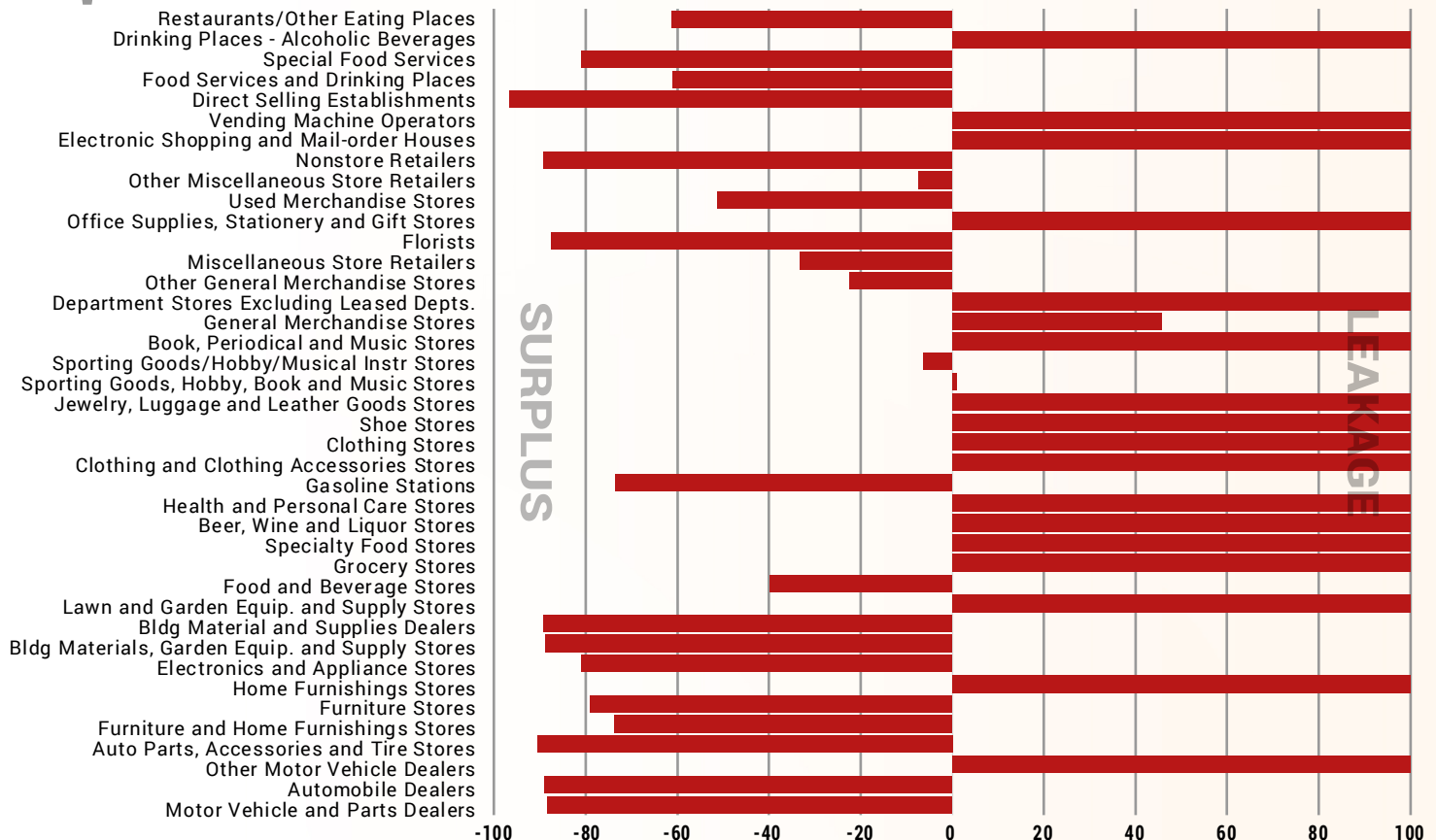
49

40

9



2017 LEAKAGE/SURPLUS FACTOR BY INDUSTRY GROUP



Source: Esri and Infogroup. Esri 2019 Updated Demographics. Esri 2017 Retail MarketPlace.

CRIME



COMPARISON OF CRIME

The crime rate for the residents of the two census tracts, an important concern for both private and corporate citizens, was on par with the rest of North Little Rock and has been trending downward in recent years.

Service Calls
Property Checks
Incident Reports
Accident Reports
Felony Arrests
Misdemeanors
Traffic Stops

EBC & CT28 AVG.	NLR AVG.
13,287	17,836
2,758	8,505
1,742	2,639
323	536
231	416
758	1,172
8,197	9,687



EBC & CT28 COMBINED CRIME TREND

	2011	2012	2013	2014	2015	2016	2017	2018	2019	AVG.
Homicide	2	0	1	1	1	1	0	2	3	1
Sex. Assault	4	1	3	1	2	3	3	2	2	2
Robbery	14	19	19	8	5	18	17	14	9	14
Assault	9	8	27	33	12	29	26	24	27	22
Battery	91	18	66	80	62	56	48	31	44	55
Terroristic Threatening	39	38	36	45	19	17	19	12	14	27
Burglary	153	151	84	64	59	86	58	91	58	89
Theft of Property	27	36	28	19	21	31	31	24	31	28
Forgery	12	9	3	16	11	10	4	13	4	9
Credit Card Fraud	6	5	9	7	3	4	3	2	3	5
Shoplifting	15	14	9	10	12	11	4	3	4	9
Auto Accidents	165	150	168	161	204	195	146	126	146	162
Traffic Stops	1990	2429	2500	2206	2279	2075	1948	3615	1789	2315
Kidnapping	0	1	0	3	0	0	1	0	1	1

Source: NLRPD Annual Crime Data Report, 2011-2019, North Little Rock, AR

COMMERCIAL & INDUSTRIAL

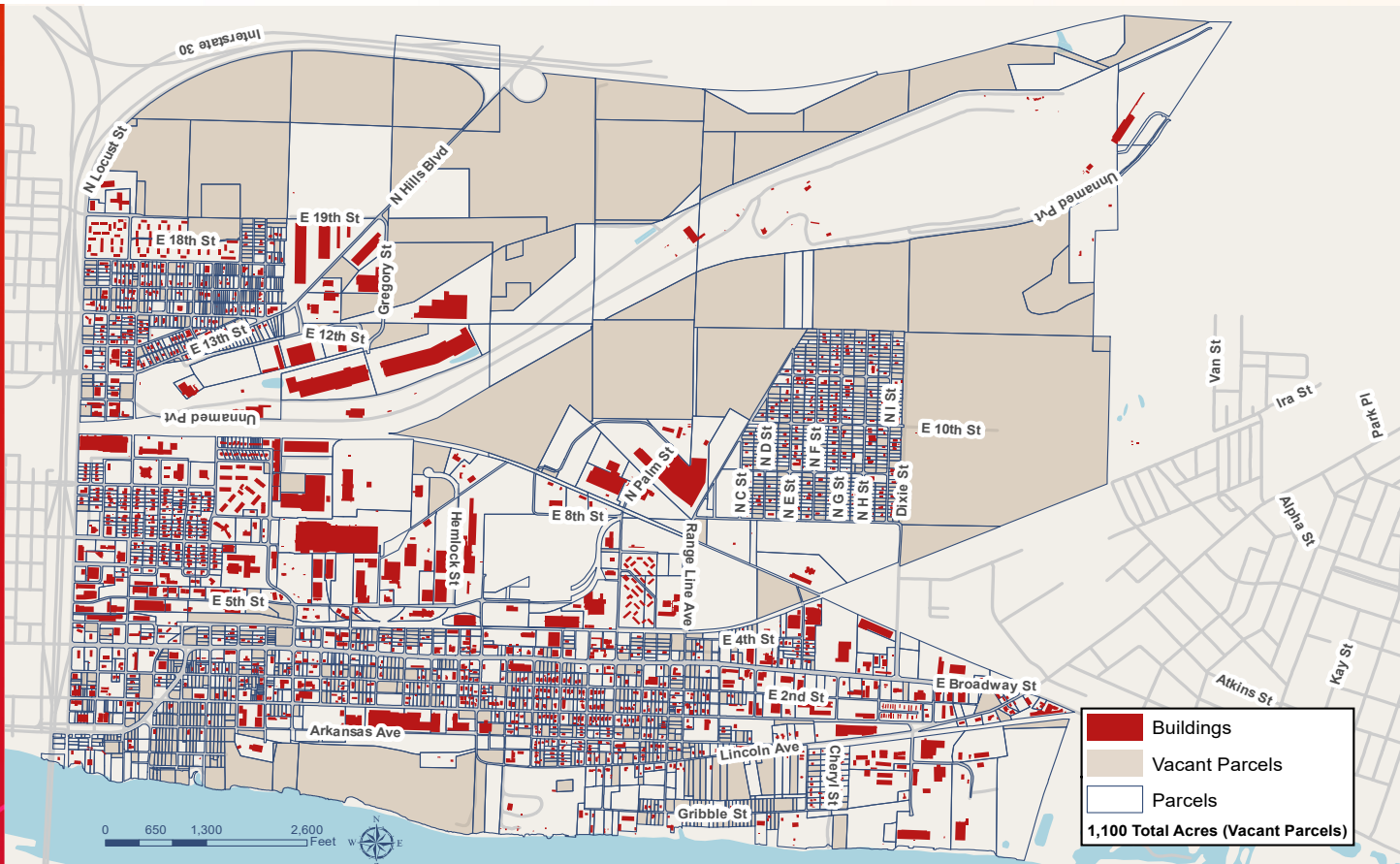
The commercial and industrial sector in both tracts is strong and represents a healthy portion of the city's industrial base. However, there is a significant mismatch between the skills of the residents in the two areas and the skills required by local businesses.

LR-NLR-CONWAY	
Gross Domestic Product	\$38.6 bil.
Per Capita	
Gross Domestic Product	\$51,407
Gross Revenue of Companies Within 1 Mile Radius of EBC & CT28	\$1.4 bil.
Number of Listed Businesses Within 1 Mile Radius of EBC & CT28	171
Number of Employees Within 1 Mile Radius of EBC & CT28 (Retail/Restaurants Excluded)	891



MAP 4: AREAS OF POTENTIAL EXPANSION

Source: AED GIS, Esri and Infogroup ArcGIS 2019





SUMMARY

Based on our research, those living in Census Tract 26 and 28 have the city's highest level of poverty, are less racially diverse, less formally educated than other North Little Rock residents, and generally hold lower-paid and lower-skilled jobs that are at odds with the needs of local businesses.

One significant challenge is the reduction of single-family homes in Census Tract 26, which have been decreasing at a rate of almost 200 homes per decade since 1970. However, Tract 26 and 28 contain a combined 1,100 acres of vacant land spread among the many existing parcels which can be utilized for new housing or business investment.

The area has a large number of empty, outdated, or inadequate manufacturing facilities in need of removal or repurposing.

Crime, a major drain on city budgets, is no greater in the two areas than in other parts of the community and trending downward. This is particularly good news since the area's workforce exceeds 10,000 people daily.

Lastly, revenues from restaurants and retail businesses within Census Tracts 26 and 28 generally exceed expectations. However, there is a statistically significant underrepresentation of specific key business groups in the area.



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WHAT IS QUALITY OF LIFE?

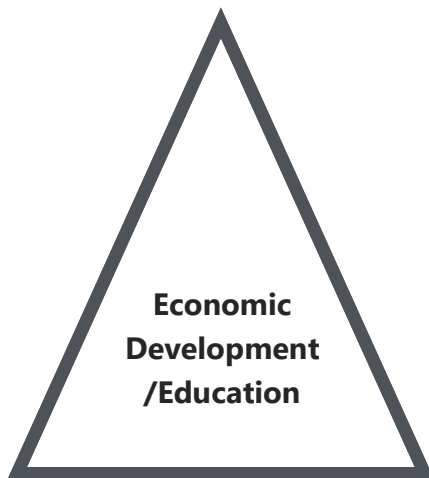
It means something different to everyone in this room.

Quality of life, according to Britannica, is the degree to which an individual is healthy, comfortable, and able to participate in or enjoy life events.

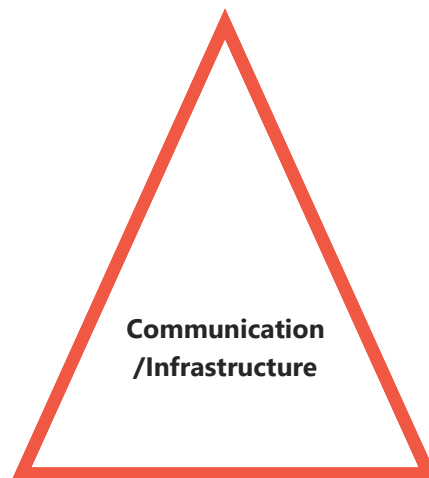


PILLARS OF THE PLAN

These pillars will set the foundation for a goal of improved QUALITY OF LIFE



Available growth areas/land available
What does the community want.
Access to educational resources
Access to adult/second chance ed



Communication with City Hall
More updates on infrastructure plans
Update channels-how to get info
Keeping the area clean



Moderate priced housing
Park/attractions
Path to ownership
Reduce rental stock

