

# 4

11/10/25, 10:41 AM

Argenta, anybody?

FILED 11:03 A.M. P.M.

BY Email Stacia - Mayor

DATE 11-10-25  
Diane Whitbey, City Clerk and Collector  
North Little Rock, Arkansas  
RECEIVED by S. Usery

## Argenta, anybody?

### New investments afoot

Arkansas Democrat-Gazette · 10 Nov 2025

Anyone who enjoys the arts, music and entertainment scene in Fayetteville surely knows of Dickson Street. And sometimes those of us in these latitudes miss it. But central Arkansas has its own version of Dickson Street. It's called Argenta. It may not have the rep of Dickson Street yet, but it's been around for a while, and continues to get better.



The paper reports that a new \$25 million development including an Aloft Hotel is in the works. Nabholz Properties Inc. said the project will be adjacent to Simmons Bank Arena at Broadway and Poplar Street. The hotel will include 90 rooms, a new location for Willy D's piano bar (moving from its current location in the River Market), and 7,000 square feet of new event space. "This project builds on years of momentum in Argenta and continues our commitment to investing in North Little Rock's downtown," said Greg Nabholz, chief executive officer of Nabholz Properties Inc.

Greg Nabholz has been investing in Argenta since 2006 and has lived in North Little Rock since 2007. His company already owned the development property and wanted to add to the arts and entertainment district.

"We knew that this area, we need to develop that in a way that will compliment and create synergy with the other investments down here."

Those investments include the Argenta Place Building, home to Draft and Table, and Birdies Cabaret Theater and Lounge. There's also the Argenta Contemporary Theatre and several other high-quality restaurants in the district.

In 2024, the City of North Little Rock announced it would add a 31,000-square-foot conference center in the district, which will accommodate a 1,000-person seated dinner or 1,500 for an event or show by 2026.

In August, the city also announced a \$2 million Americana Music Pavilion in Argenta Plaza, which will feature 21 large-scale bronze sculptures of famous Arkansas musicians crafted by Arkansas sculptor Kevin Kresse.

With Dickey-Stephens baseball park to the southwest and Simmons Bank arena a short walk away, both on the Arkansas River, the area is set up. And it could be great.

It's not only a welcome development for longtime Little Rock/North Little Rock area residents, but it should be the first stop on any labor recruiting trip.

These are things that improve quality of life for everyone in the area. Hats off to all involved in making that quality of life better for everyone.