

# Little Rock • North Little Rock • Conway Greater Little Rock Region



*"Little Rock ranked #3 on the top 10 Best Travel-Worthy State Capitals" USA Today, January 2015*

*Little Rock MSA Named One of America's Top 5 "Under the Radar Tech Hubs" Sparefoot Blog May 2014*

*Little Rock Named One of 'Five Secret Foodie Cities' by Forbes Travel January 2014*

*"Most Livable City" MSN Real Estate, January 2014*

*"#1 Place in America to Live" Kiplinger Report, July 2013*

*In the September issue of Outside magazine, Little Rock was named in its "2013 Best Towns to be healthy list".*

*"Named one of 10 unexpectedly romantic cities in U.S." Yahoo Travel, October 2012*

*"Among America's Top Ten Best Places for College Grads" Daily Beast, June 2011*

*"Little Rock is America's Fourth Fastest in Green Job Growth" Wall Street Journal, July 2011*

*"2nd Cleanest City in the United States" Forbes.com, March 2011*

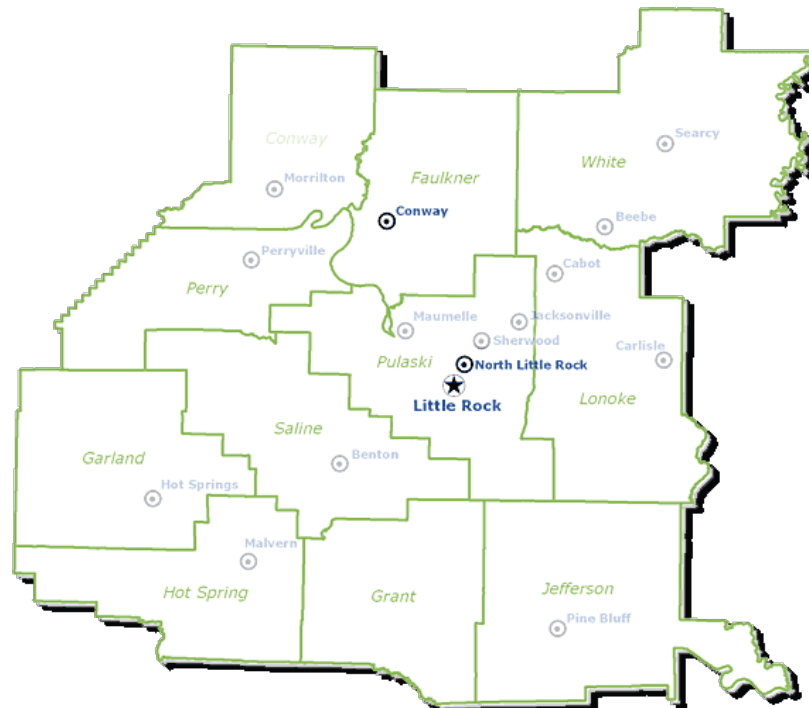
*"6th Best Market in the U.S. for Single Family Real Estate Investment" Wall Street Journal, August 21, 2010*

*Among America's 20 Strongest Economics" Brookings Institute Metro Monitor, June 16, 2010*

*"The city had boomed in the last decade, quietly becoming a cultural destination." LA times, March 2009*



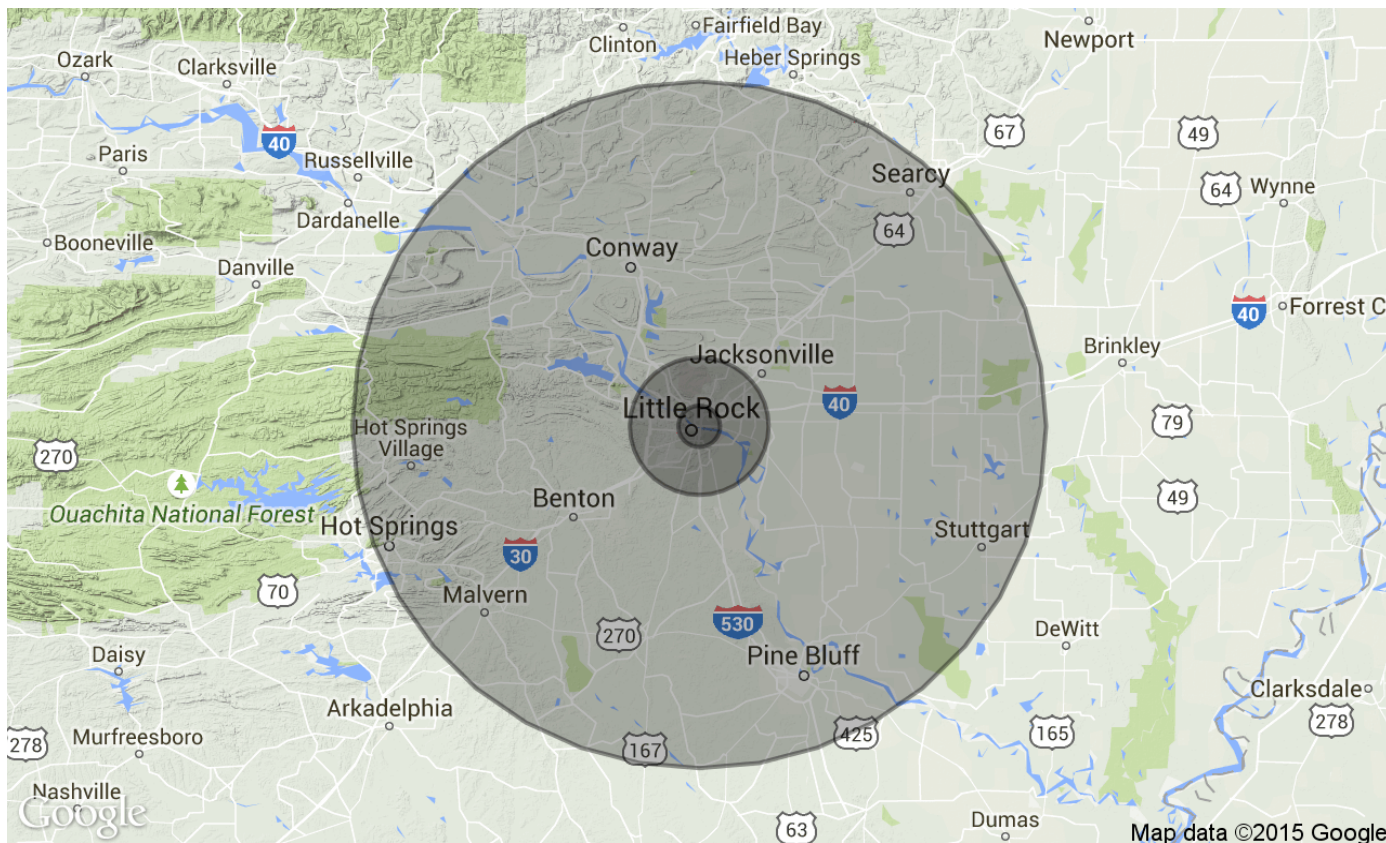
The Little Rock - North Little Rock - Conway MSA is a thriving metro area of over 700,000 people. In addition, there are over 1,000,000 people living within a 50-mile radius of downtown Little Rock – North Little Rock. It is the center for government, education, commerce, culture and medicine for the entire state and is located near the population center of the United States. 40% of the nation's population and buying power is within a 550-mile radius.



# Little Rock • North Little Rock

## Regional Draw Area

Downtown Little Rock – North Little Rock



### Demographics Snapshot

	3 Miles	10 Miles	50 Miles
Total Population	50,305	299,288	1,027,991
Population Density	50,305	299,288	1,027,991
Median Age	37.0	36.1	36.3
Median Age (Male)	34.2	34.2	35.0
Median Age (Female)	39.2	37.7	37.6
Total Households	23,194	126,770	402,872
# of Persons Per HH	2.2	2.4	2.6
Average HH Income	\$43,929	\$58,312	\$60,239
Average House Value	\$164,069	\$159,746	\$154,826








# Little Rock • North Little Rock

## Major Attractions & Transportation Links

Downtown Little Rock – North Little Rock



### Transportation:

-  Interstates 30, 40, 430, 440, 630
-  Bill & Hillary Clinton National Airport
-  Rock Region Metro Streetcar/Transit
-  Arkansas River Trail
-  Amtrak

### Attractions:

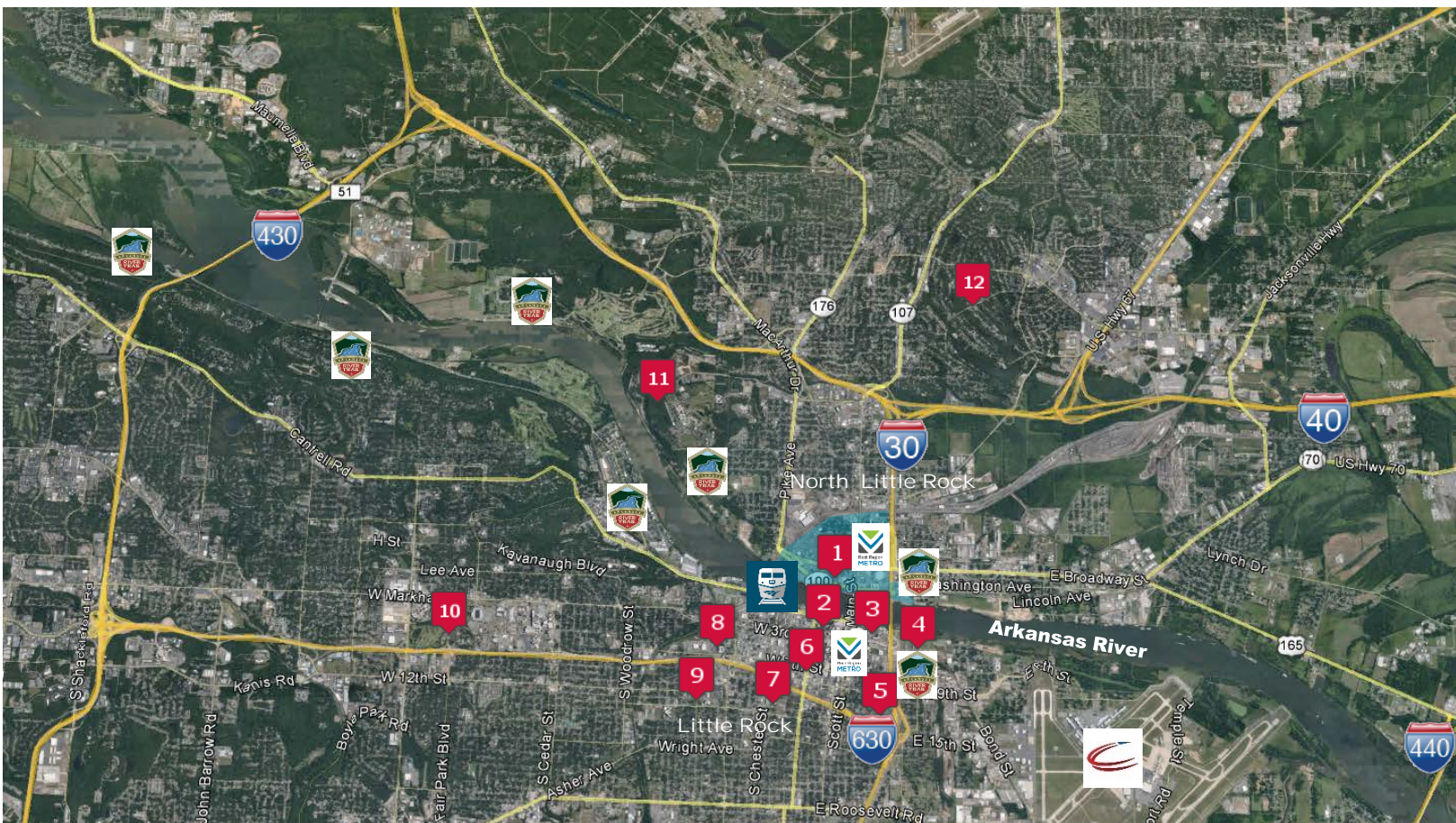
1. ARGENTA ARTS & INNOVATION DISTRICT
  - Argenta Branch Library
  - Argenta Community Theater
  - Ark. Inland Maritime Museum
  - Ark. Regional Innovation Hub
  - Ark. Sports Hall of Fame
  - Dickey Stephens Park
  - The Joint Theater
  - Verizon Arena
2. CONVENTION CENTER
  - Robinson Center
  - Old Statehouse Museum
  - Statehouse Convention Center

3. RIVER MARKET DISTRICT
  - Historic Arkansas Museum
  - 1st Security Amphitheater
  - River Market
  - Arkansas Studies Institute
  - Central Arkansas Library
  - Ron Robinson Theater
  - Museum of Discovery
  - Witt Stephens Nature Center

4. CLINTON PRESIDENTIAL PARK
  - Clinton Presidential Library
  - Bill Clark Wetlands Preserve
  - UA Clinton School of Public Service
  - Heifer International
5. MACARTHUR PARK
  - Arkansas Arts Center MacArthur
  - Military History Museum
  - UALR Law School

6. MAIN STREET CREATIVE CORRIDOR
  - Arkansas Repertory Theater
  - Little Rock Technology Park
7. GOVERNORS MANSION HISTORIC DISTRICT
  - Ark. Governor's Mansion
  - Mt. Holly Cemetery
  - Philander Smith College
8. ARKANSAS STATE CAPITOL

9. CENTRAL HIGH HISTORIC DISTRICT
  - Little Rock Central High School
  - Central High National Park
  - Arkansas Baptist College
10. WAR MEMORIAL PARK
  - Hillary Clinton Children's Library
  - Little Rock Zoo
  - War Memorial Stadium
11. BURNS PARK
12. THE OLD MILL

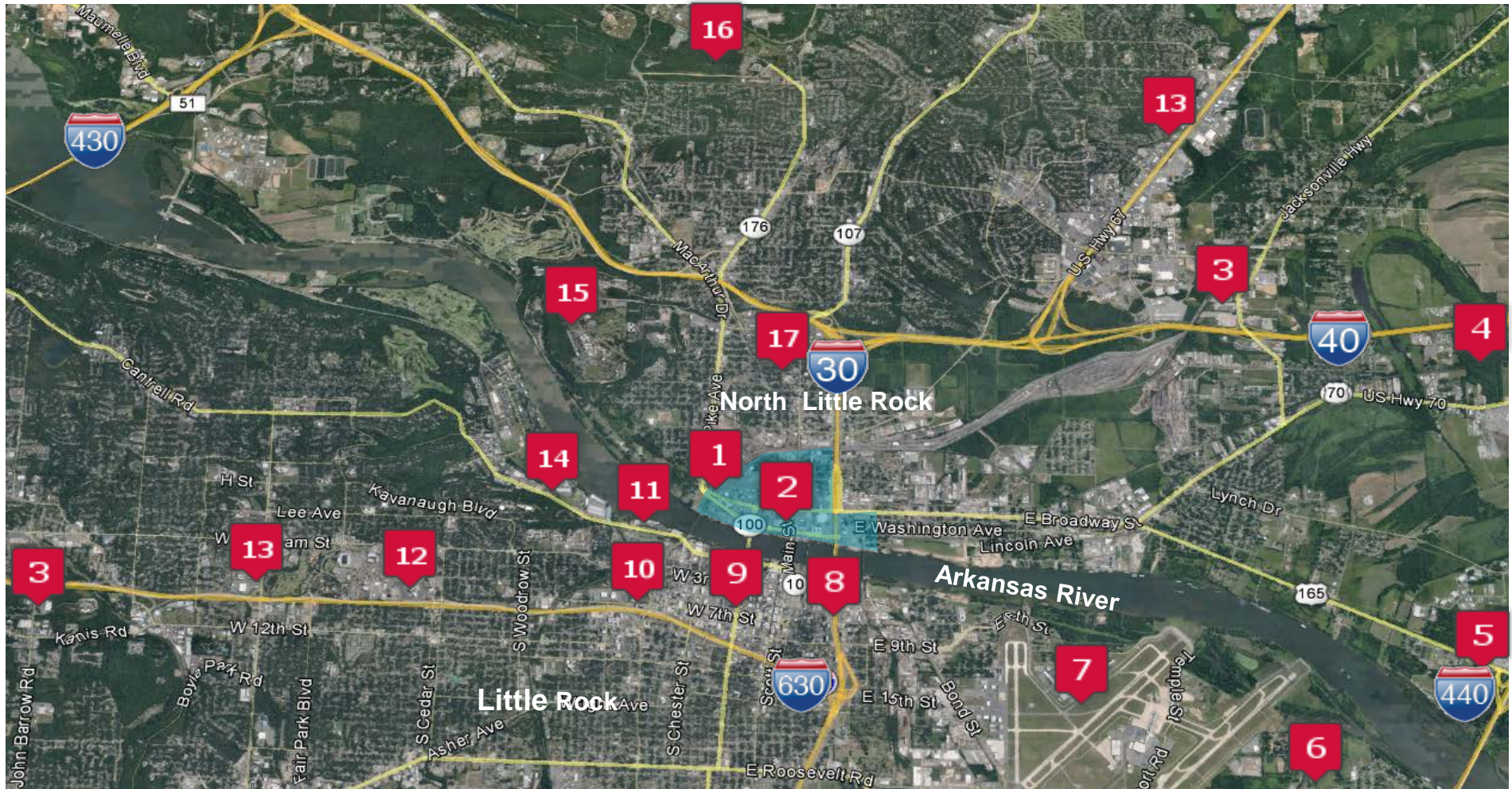




# Little Rock – North Little Rock

## Major Employers

Downtown Little Rock – North Little Rock



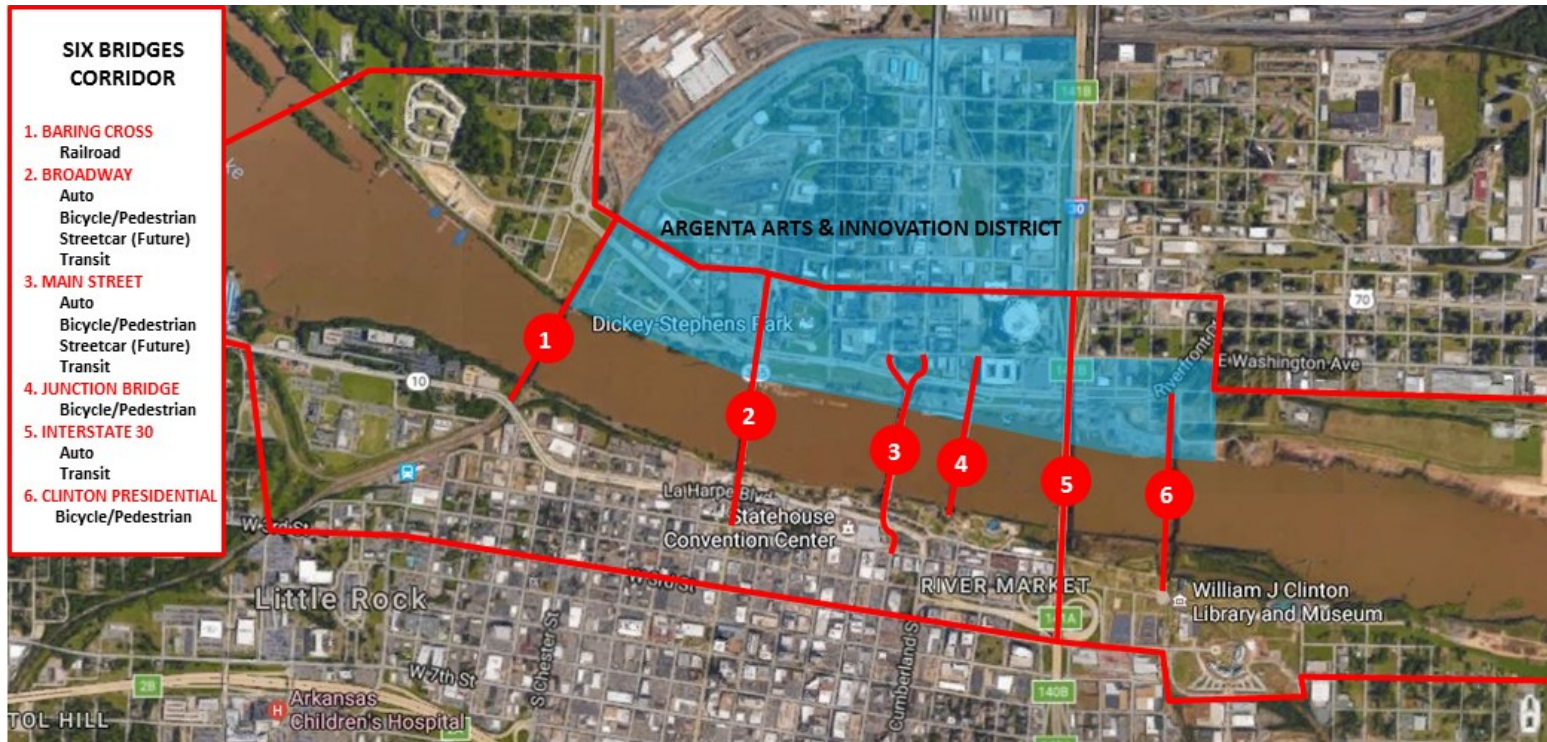
- |                           |                                     |                          |                                   |                                       |
|---------------------------|-------------------------------------|--------------------------|-----------------------------------|---------------------------------------|
| 1. Union Pacific Railroad | 6. Little Rock Port Industrial Park | 9. Arvest Bank           | 10. AT&T (Regional Office)        | 15. Cent. Ark. Veterans Health System |
| 2. NLR City Government    | LM Wind Power                       | Bank of America          | Arkansas Children's Hospital      | UA Pulaski Technical College          |
| US Bank                   | Wellspun                            | Blue Cross / Blue Shield | Arkansas State Government         | 16. Arkansas National Guard           |
| 3. Baptist Health System  | 7. Clinton National Airport         | CenterPoint Energy       | Transamerica/AEGON                | 17. NLR Public School System          |
| 4. L'Oreal USA            | Dassault Falcon Jet                 | Entergy                  |                                   |                                       |
| 5. Caterpillar            | 8. Heifer International             | LR City Government       | 11. Dillard's (Home Office)       |                                       |
| Glazer's Distributors     | First Security Bank                 | LR Public School System  | 12. UAMS (Main Campus)            |                                       |
|                           | Simmons First National Bank         | Pulaski Co. Government   | 13. CHI St. Vincent Health System |                                       |
|                           |                                     | Stephens, Inc.           | 14. Verizon (Regional Office)     |                                       |
|                           |                                     | USable Life              |                                   |                                       |





**Six Bridges Corridor** – Named for the Six Bridges that span the Arkansas River linking both sides of Downtown Little Rock – North Little Rock. These six bridges provide important transportation links via rail, auto, pedestrian/bicycle, transit, & streetcar. Existing or Planned Destination attractions anchor both ends of these bridges including Verizon Arena, Dickey Stephens Park (Minor League Baseball Stadium), the Arkansas Regional Innovation Hub, Arkansas Inland Maritime Museum, and the Argenta Community Theater, the Clinton Presidential Library, River Market, First Security Amphitheater, Museum of Discovery, Little Rock Technology Park, Statehouse Convention Center, and Robinson Auditorium just to name a few.

Over 1,000,000 people visit the Argenta Arts & Innovation District annually and 50,000 people work in downtown Little Rock – North Little Rock, this corridor is experiencing rapid residential growth with over 1,400 condos & loft apartments that have been developed over the last 8 years with another 600 currently under construction or in advanced planning stages. Single Family construction and renovation has also escalated in the last 5 years with over 200 existing homes within a 5 block walk of this site. New developments in Rockwater Village, The Mill District, and future planned developments along the North Little Rock river front will add over 100 additional single family homes in the next couple of years



# Downtown Little Rock • North Little Rock

## Argenta District Master Plan

### Downtown North Little Rock

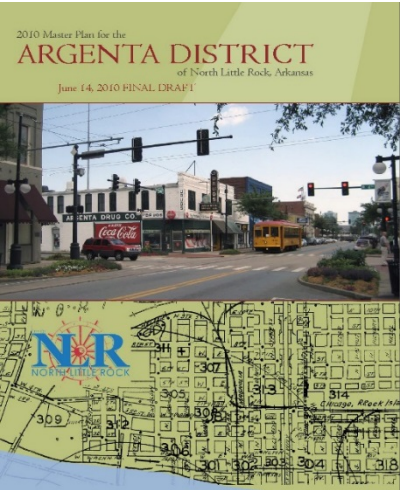


### INTRODUCTION TO THE PLAN:

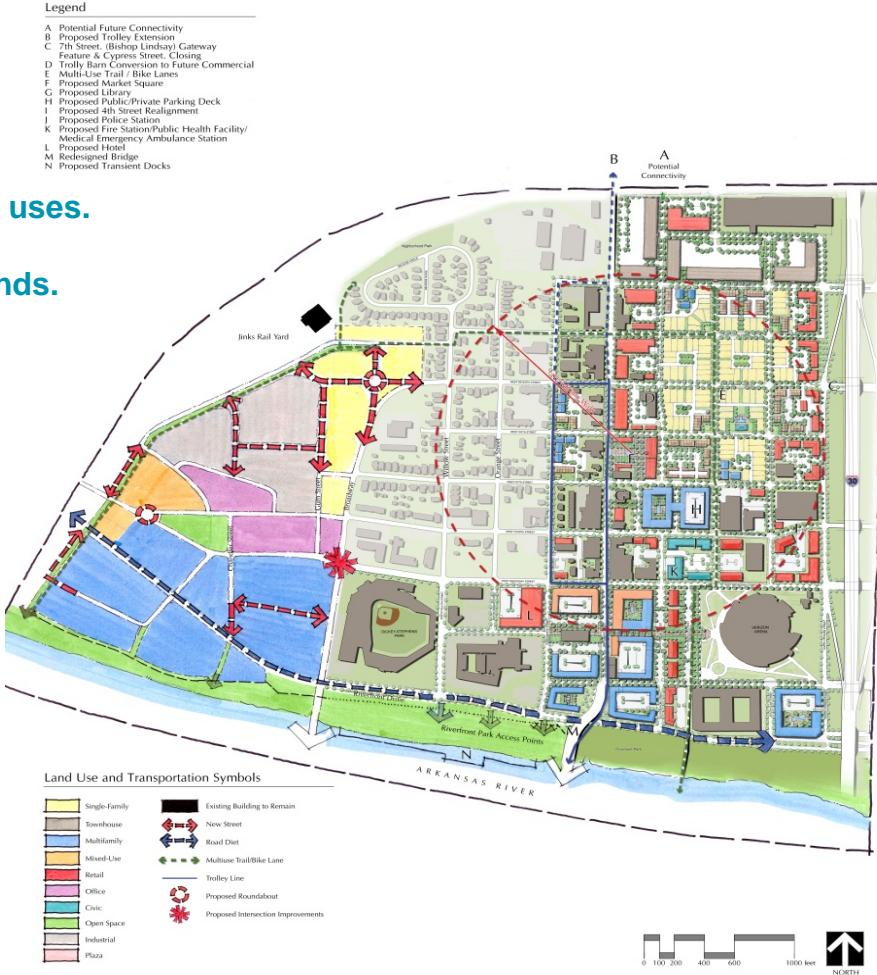
The Argenta District Master Plan is a community-based vision for guiding growth and change in downtown North Little Rock. It calls for doing so in a way that preserves and builds on Argenta's strengths, addresses its weaknesses, and maximizes its potential. The study area is approximately 450 acres and includes land west of I-30, north of the Arkansas River, and south and east of the railroad. It also has three sub-districts representing major redevelopment opportunities: Main/Maple, the Mill Neighborhood, and 2nd Street Corridor Character Areas.

### DETAILED GOALS DEVELOPED TO GUIDE THE PLAN:

- Preserve, extend, and enhance Argenta's historic character.
- Provide a mix of retail, office, employment, cultural, housing, and open space uses.
- Promote multi-cultural and economic diversity.
- Expand housing options for people of different ages, incomes, and backgrounds.
- Establish a balanced transportation system.
- Build and promote a positive identity and brand.
- Create jobs in growth industries including film and urban agriculture.



Download entire plan at:  
[www.tunspan.com/argenta](http://www.tunspan.com/argenta)





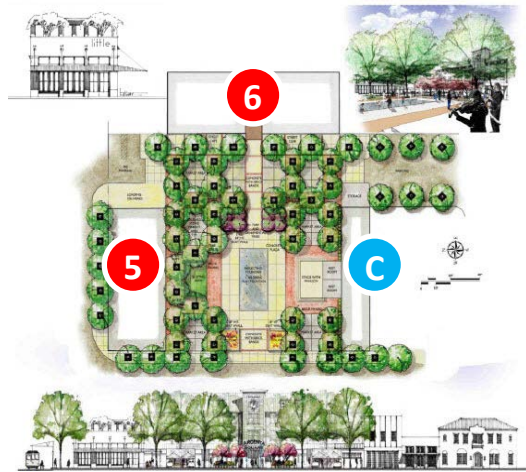
# Downtown Little Rock-North Little Rock

## The Mill District

Argenta Arts & Innovation District



The Mill District is a 6 block mixed use area in the heart of Argenta. It contains the Argenta Plaza, the public square that was the center piece of the Argenta Master Plan.



1. 200 Bishop Lindsey	Residential	1.99 acres
2. 200 6 <sup>th</sup> Street	Residential	2.00 acres
3. 221-321 E. 5 <sup>th</sup> Street	Retail/Office/Residential	1.04 acres
4. 600-620 Main Street	Retail/Restaurant/Office	1.05 acres
5. 520 Main Street	Retail/Restaurant	0.26 acres
6. 514 Main Street	Retail/Restaurant/Office/Residential	1.03 acres
7. 201-321 E. 4 <sup>th</sup> Street	Residential – 164 Loft Apartments (Opening 2018)	3.28 acres
8. 406 Main Street	Retail/Office	0.41 acres
A. Rock Region Trolley Barn	Streetcar Parking/Future Retail	0.95 acres
B. Argenta Plaza	Public Square (Opening 2018)	0.65 acres
C. 506 Main	NLR History Commission	0.15 acres
D. 420 Main Street	Argenta Branch Library	0.48 acres
E. 201 E. Broadway	Arkansas Regional Innovation Hub	
F. 600 Main Street	NLR Convention & Visitors Bureau (Opening 2018)	

— — — — — Street Extensions    ..... Alley



# Downtown Little Rock • North Little Rock

## 2<sup>nd</sup> Street Promenade District

Argenta Arts & Innovation District



The Promenade is the Pedestrian Friendly Link Between Dickey Stephens Park and Verizon Arena

### 2<sup>ND</sup> STREET PROMENADE DISTRICT

- District Boundary
- Promenade
- Promenade Connectors

### SIX BRIDGES CORRIDOR CONNECTORS

- Arkansas River Trail
- Rock Region Metro Streetcar Stops
- Bridges

### MAJOR ANCHORS

- Arkansas Boathouse Club
- Arkansas Inland Maritime Museum
- Arkansas Regional Innovation Hub
- Arkansas Sports Hall of Fame
- Dickey Stephens Park
- Verizon Arena
- Robinson Center
- Old Statehouse Museum
- Statehouse Convention Center
- Historic Arkansas Museum
- Central Arkansas Library System
- Arkansas Studies Institute
- First Security Amphitheater
- River Market
- Museum of Discovery
- Witt Stephens Nature Center
- Clinton Presidential Park





# Downtown Little Rock – North Little Rock

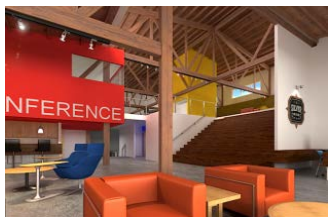
## Arkansas Regional Innovation Hub

Argenta Arts & Innovation District



The **Arkansas Regional Innovation Hub** is a nonprofit organization dedicated to increasing **innovative** and **entrepreneurial activity** in Arkansas by creating a **collaborative ecosystem** and **pipelines** that mobilize the **resources, programs, and educational opportunities** necessary to **develop, attract, and retain talent** and to **build the state's economy**.

Since its opening its main location in 2015, the Hub has had a tremendous impact in generating demand for commercial and residential space in Argenta.



### MAKE

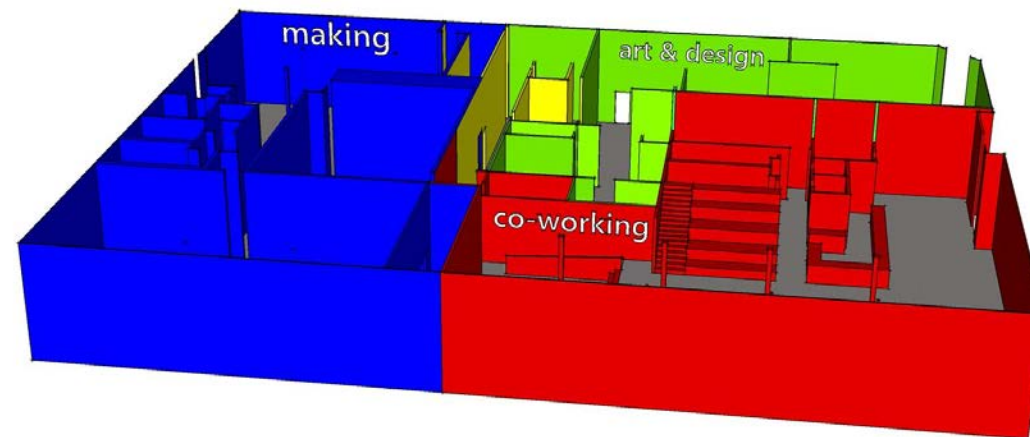
Our makerspace offers everything you need for a variety of disciplines, including cutting-edge equipment and technologies with experienced mentorship. From a full wood and metal shop to 3D printers and advanced computer technology — we have it all!

### DESIGN

Our arts and design studios are creative and innovative spaces that encompass multiple mediums, including pottery/ceramics, painting, drawing, illustration, graphic design, printmaking, and screen printing. We provide the resources and the professional mentorship that can bring your vision to life!

### CO-WORK

We offer workspace for entrepreneurs who are looking for an inspiring and collaborative environment to launch their new enterprises. Plus we surround you with the resources and guidance to avoid mistakes and accelerate your success!



**Newmark Grubb**  
Arkansas

[www.arhub.org](http://www.arhub.org)  
201 E. Broadway St.  
North Little Rock, AR 72114



# Downtown Little Rock-North Little Rock

## Pictorial Overview

Argenta Arts & Innovation District



Mother Earth Fountain at  
City Grove Park



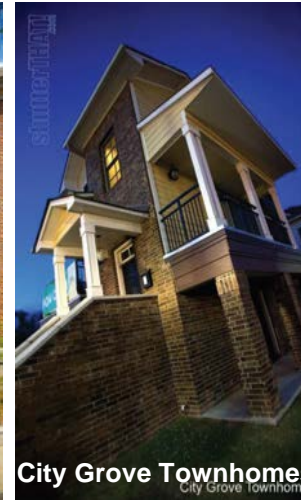
About Vase,  
Pennington Studios &  
Claytime Pottery



Argenta Drug



Argenta Library



City Grove Townhomes



Historic Baker House



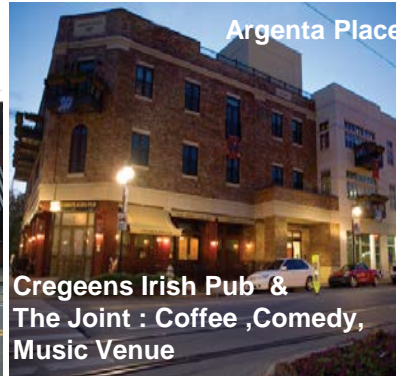
Ristorante Capeo &  
Greg Thompson Fine Art



Kiyen's Restaurant

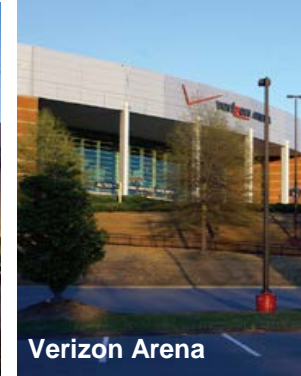


Crush Wine Bar, Bourbon & Boots,  
Skinny J's Bar & Grill, & Reno's Cafe



Argenta Place

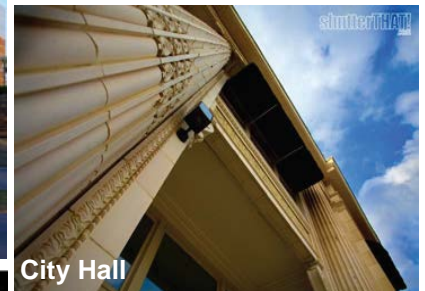
Cregeens Irish Pub &  
The Joint : Coffee ,Comedy,  
Music Venue



Verizon Arena



USS Razorback &  
Ark. Inland Maritime Museum



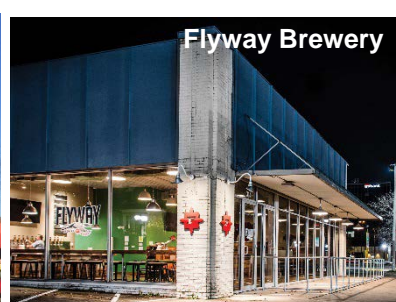
City Hall



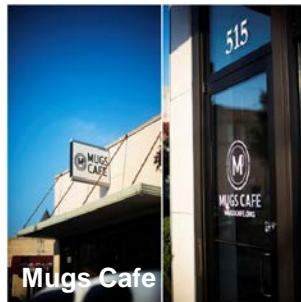
Dickey-Stephens Park



Barry Thomas Studios & Ozark Escape



Flyway Brewery



Mugs Cafe



Argenta Community Theater