MARKHAM STREET *CONWAY, ARKANSAS*

APPENDIX

IMAGINE CENTRAL ARKANSAS
Plan Smart. Live Smart.

JUMP START INITIATIVE
Planning for Sustainable Growth

Prepared for ICAP, Metroplan and The City of Conway
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 the Markham Street in Conway study area. In general, the study area is described as the area bounded by the railroad to the west, Harkrider Street to the east, Van Ronkle Street to the south and Spruce Street to north.

The preliminary assessment is based on the consultant team's assessment of the district through physical site survey, mapping, and stakeholders interviews, as well as the application for the Jump Start program submitted by the City of Conway staff and community members.

REGIONAL CONTEXT

Location of Study Area

The Markham Street Conway Study Area is approximately 104 acres and located 31 miles northwest of downtown Little Rock. With 45 blocks set up in a semi-traditional grid system, each block averages 2.25 acres. The site is bisected east-west by Markham Street, a major connection from Hendrix College and Hendrix Village to the north down to the historic downtown of Conway to the south.

City of Conway Location

The city is bordered by the Beaver Fork Lake to the north, Little Rock to the south, Arkansas River to the west and Lake Conway to the east.

Conway has a strong and growing downtown area, but otherwise is predominately residential uses with general commercial along major thoroughfares.

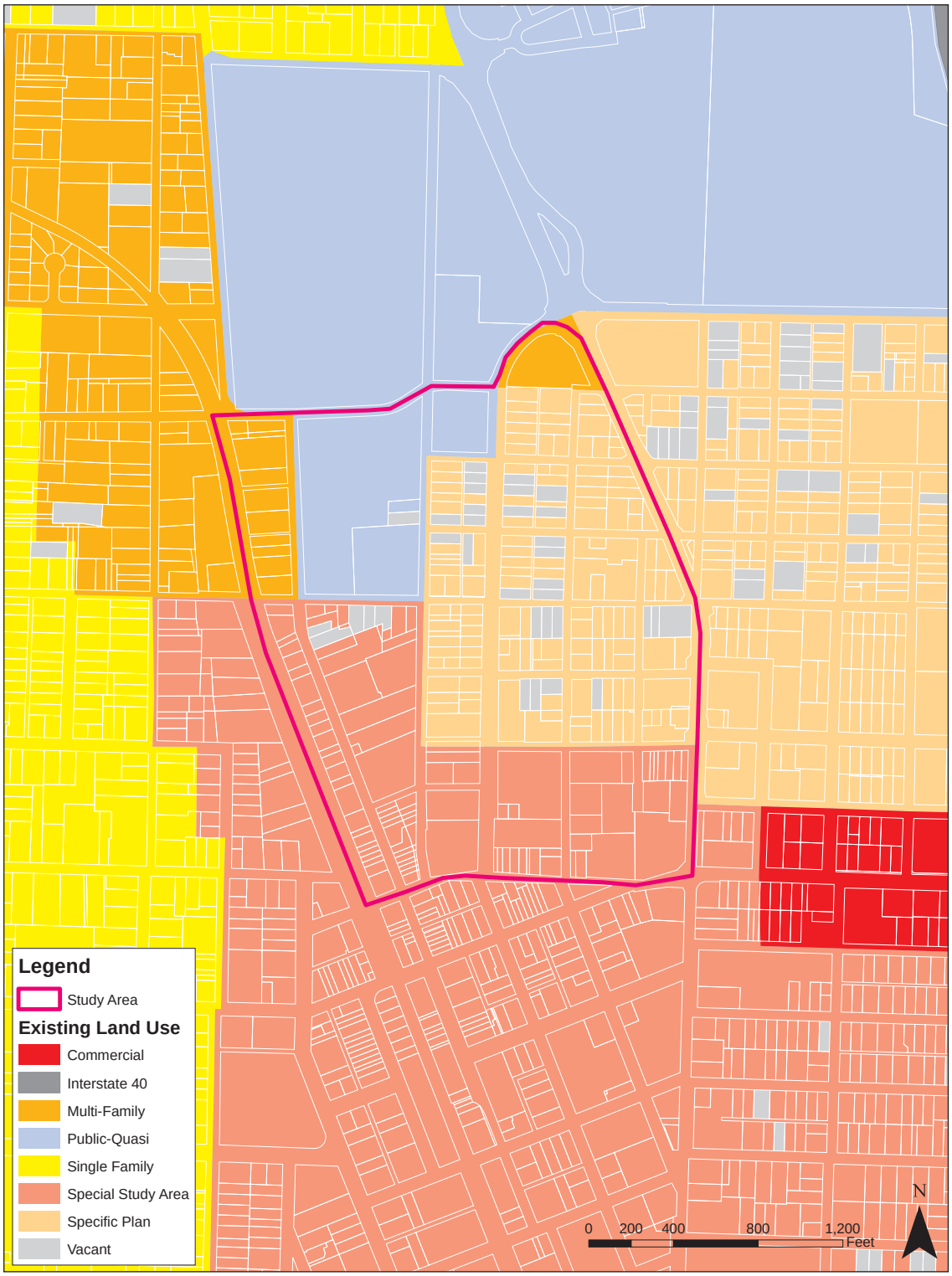
Nearby Attractions

Hendrix College is a major anchor to the north of this study area with a modest student, faculty and staff population. The college's

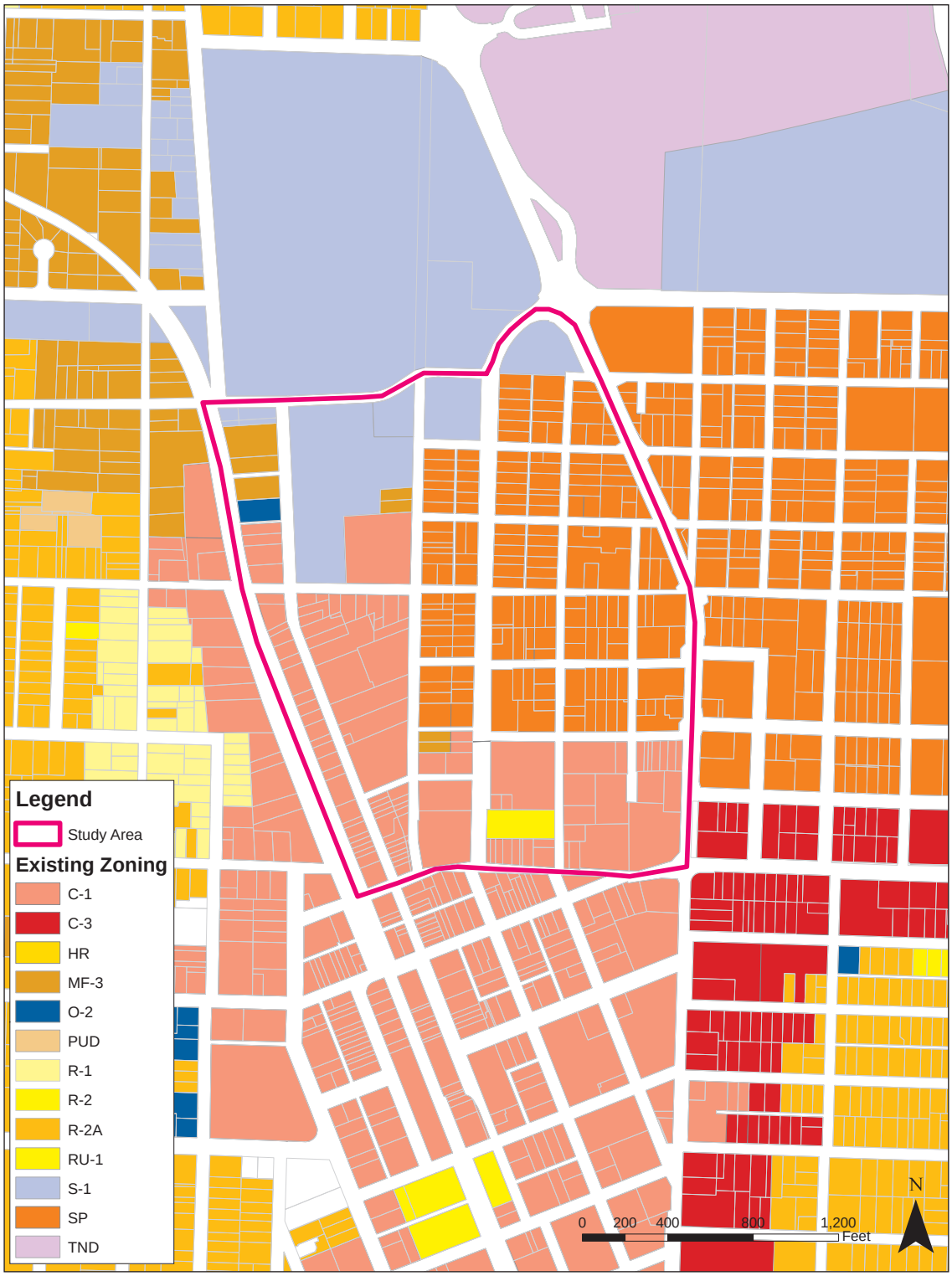
Existing Conditions in Conway

Toad Suck Daze in Downtown Conway (Source: Arkansas Department of Tourism)

Conway Existing Land Use



Existing Study Area Zoning



investment in Conway is evident by its continued participation and the recent development participation in Hendrix Village.

Downtown Conway is a major attraction for the region. Local activities and weekend events are recognized as friendly for all ages and draw from neighboring cities.

HOUSING CHOICES + LAND USE DIVERSITY

Existing Land Use and Zoning

Currently the study area is within two zoning types. The form-based zoning code, Old Conway Northeast Specific Plan Zoning, within the study area contains three zones: T4 Transition; T4A Townhomes, and Green Space. Additionally, the study area contains C-1 and S-1 zoning conditions from the City's general zoning categories.

Public Facilities, Parks, and Open Space

The map on page 13 shows open space and publicly owned land within and adjacent to the study area.

HOUSING + TRANSPORTATION COST

Affordable Housing/Transition

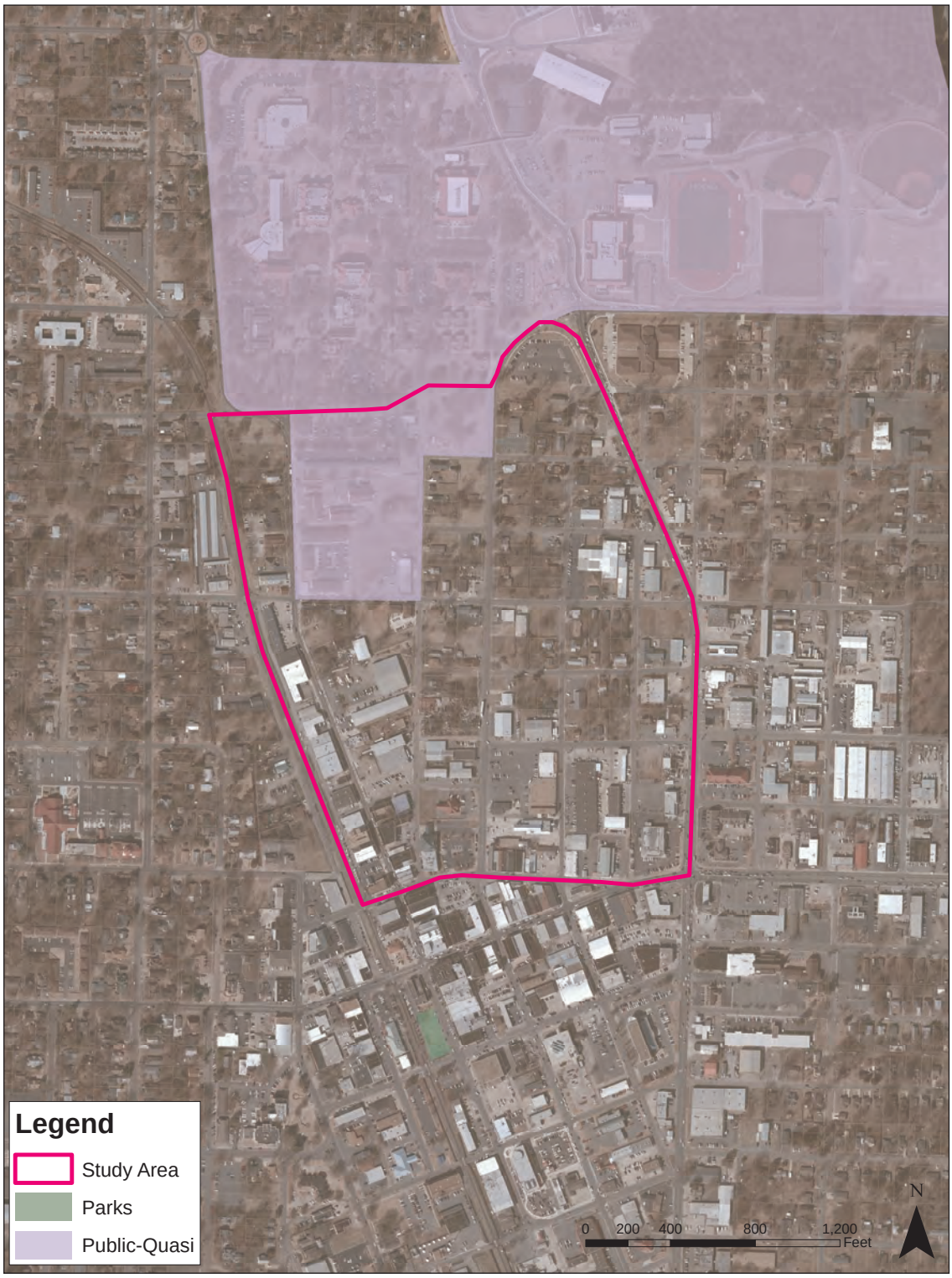
The question of how affordable an area is has often focused heavily on housing costs. A common measure of housing affordability is whether the cost of housing accounts for 30 percent or less of a household's budget. This metric is also applied by HUD to assess housing cost burden, which is used in data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

The figure on page 15 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

Table 2 - Conway Existing Zoning Summary

Zoning Category	Summary of Zoning Category	Within the Study Area?	Potential Conflict with Goals?
Central Business District (C-1)	A concentrated central core accommodating commercial and personal services of all kinds, governmental, business, financial and general offices to satisfy the needs of the community and surrounding trade area. The uses in this area require a central location accessible from all routes entering the City, and they must be grouped so that the transient or infrequent shopper can park and visit a number of stores and offices on foot.	Yes	No
Special Institutional District (S-1)	The S-1 Institutional District is designed to provide a use area for large developments involving schools other than regionally accredited colleges, churches and other institutional uses and for limited retail and service uses that are accessories to the principal use.	Yes	No
T4 Transition Zone	The transition zone is a flexible zone in which development can follow a more urban or suburban pattern, dependent upon surrounding development patterns; transition zones along major thoroughfares and abutting urban zones should take on a more urban character, while transition zones abutting sub-urban zones should be more sub-urban in character. Three blocks of Markham Street within the transition area zone are specifically designated for townhomes.	Yes	Yes
Townhomes (T4A)	The transition zones with a greater restriction on the types of residential and other uses.	Yes	Yes

Parks and Public Lands



of the counties in the region. In all cases, transportation costs make up a larger share of household budgets than housing.[1]

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

The percentage of households that are heavily (50 to 60 percent) or severely (over 60 percent) burdened is largest in Lonoke County (87.1 percent), closely followed by Saline County (85 percent). In Faulkner County, nearly three-quarters of all households (72.1 percent) are heavily burdened by H+T costs, but very few (1.2 percent) are severely burdened. By contrast, in Faulkner County, 54.5 percent of the population falls into these two categories (heavily and severely burdened). The greatest concentration of severe H+T cost burdens is in Lonoke County, where more than one in four households spends over 60 percent of its budget on housing and transportation alone.

It is important to note, however, that these percentages are based on the region's median income; thus, households that earn significantly more income than the median may be less burdened by H+T costs, even if they spend more on housing and transportation than other households. Similarly, households with incomes lower than the regional median may be more burdened by H+T costs than these figures indicate.

Project Area

Data shows that the City of Conway has a 55.2 percent homeownership rate, resulting in 12,872 owner occupied housing units. There are 13,101 renter occupied units, 46.2 percent of which are in buildings with 10 or more apartments.

Conway's Markham Street area is considered affordable, with households on average spending less than 45 percent of the regional median income on housing and transportation costs combined. Because the median income in the Census Tract that encompasses the Markham street area is significantly lower ($22,316) than the regional median ($47,731), it is likely that many households spend more than 45 percent of their income on housing and transportation costs.[2]

The study area appears to have quite a bit of vacant land scattered throughout. This is a safety concern and has potential to contribute to the degradation of the housing market, as seen in other communities across the United States. Most of the homes in the area are single family structures, potentially small multi-unit (duplex, triplex, quad), ranging in size between 900 square feet and 2000 square feet. There are still some lingering foreclosures found in the City limits, but none in the study area. As of December 2013, there are currently no sales listings of residential properties in the study area.

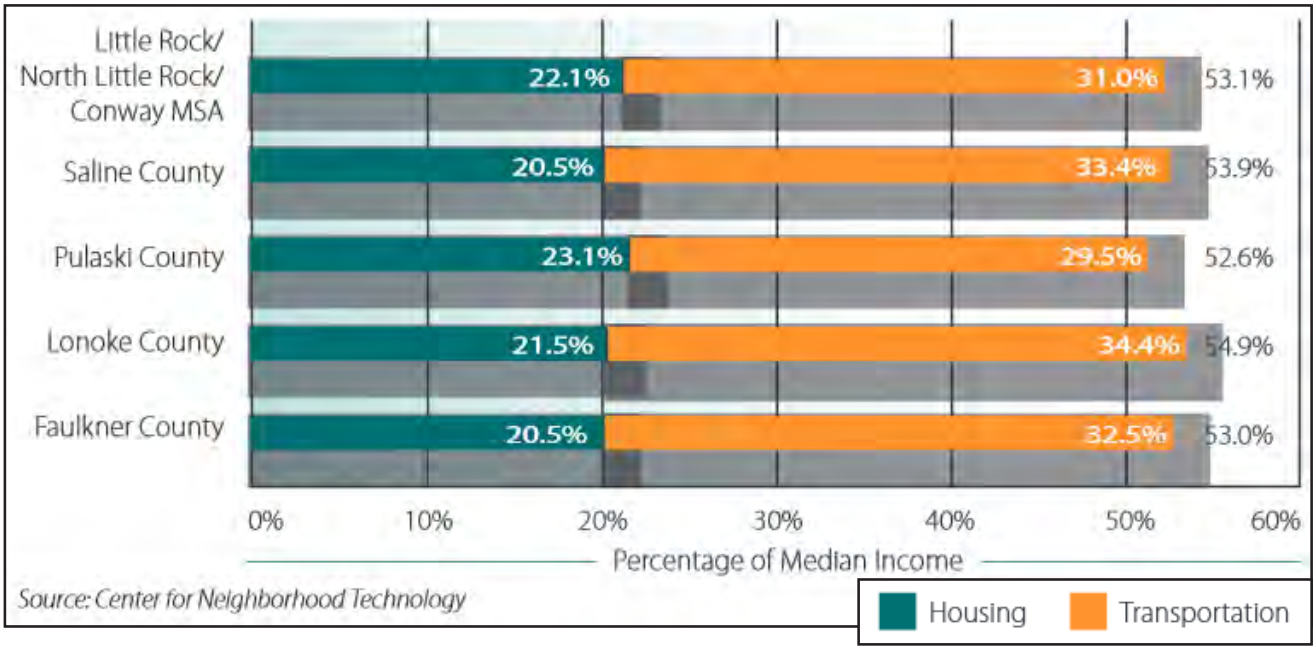
An adjacent neighborhood, known as the Pine Street Revitalization Area, is an equally depressed area with six households spending 45 percent or less of their budgets on housing and transportation costs combined.

Single-Family Residential in Conway

Multi-Unit Residential in Conway

[1] For more information, see http://htaindex.cnt.org
[2] 2007 - 2011 ACS Five-Year Estimates

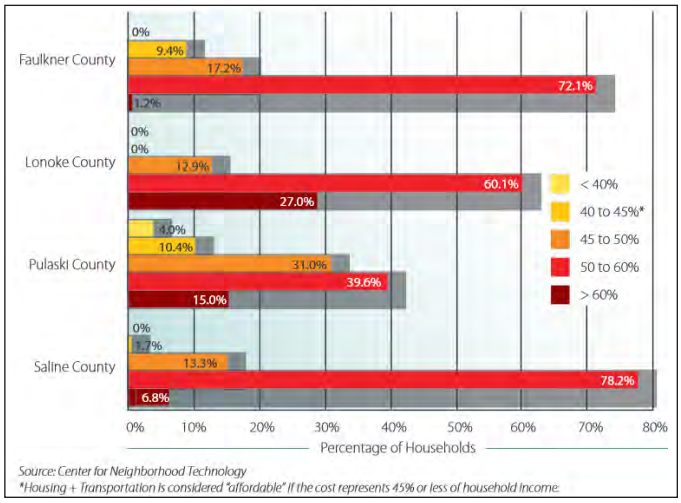
Housing + Transportation Cost as Percentage of Medium Income in Central Arkansas



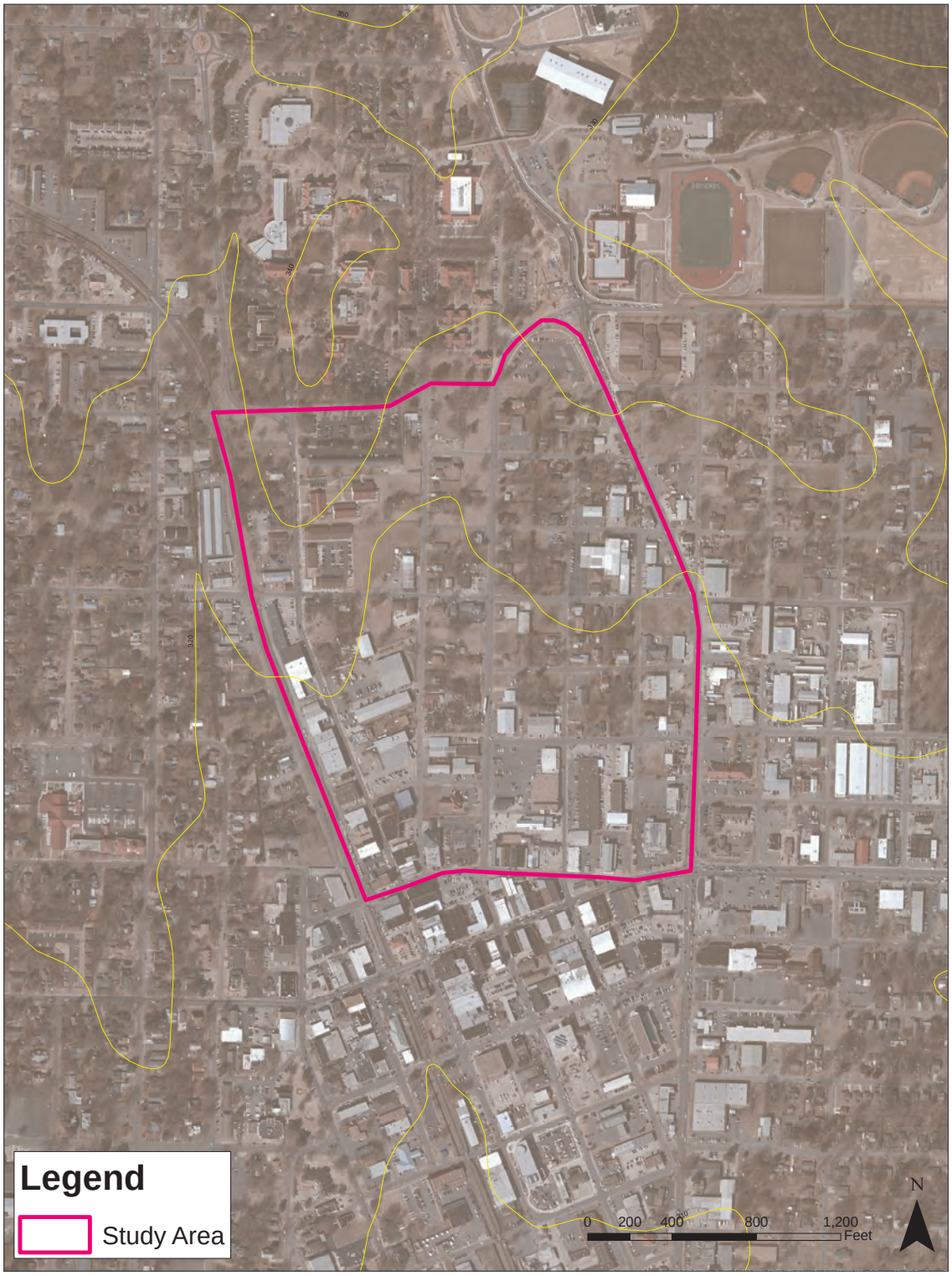
While the Annual Action Plan for Conway specifically calls out the Markham Revitalization Area (the study area) and the Pine Street Revitalization Area, no funding has been allocated to the Markham Revitalization Area. Pine Street Revitalization Area has been slated as a Target Area and $409,000 in funding has been allocated to this area for affordable housing needs for PY 2013. Again, this adjacent investment is important to note as the results or impact from the investment may affect the study area as funding is introduced and improvements are made.

The study area is located in low-moderate income census tracts and 66.64 percent of the housing in the area is renter occupied units. The median contract rent is $380 per month. About half of the rental housing was built before 1980 and about 14 percent were built before 1949. In the study area, about 22 percent of the structures have 20 or more rental units. There are three affordable housing multi-family facilities on the northwest border of the planning area, and they are across railroad tracks from the site and have little direct physical connection to the study area.

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



Plan Area Topography



ENVIRONMENTALLY RESPONSIBLE DEVELOPMENT

Ecology + Habitat

The presence and condition of vegetation and street trees varies throughout the study area. The lack of street trees combined with narrow sidewalks adjacent to the edge of traveled way, high number of vehicular travel lanes, and parking-dominated frontages contributes 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.

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.

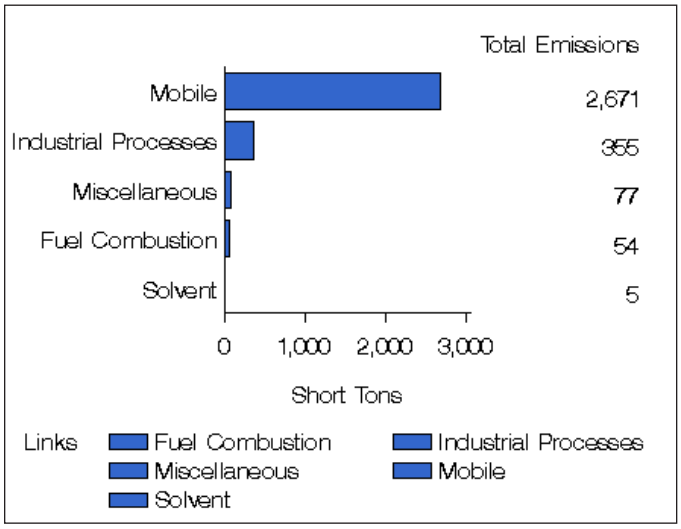
Redevelopment of existing communities with a focus on providing transportation choices and diversifying the mix of land uses can help reduce air emissions and improve air quality if it lowers the number of vehicle-miles traveled (VMT) in an area.

Ground-level Ozone

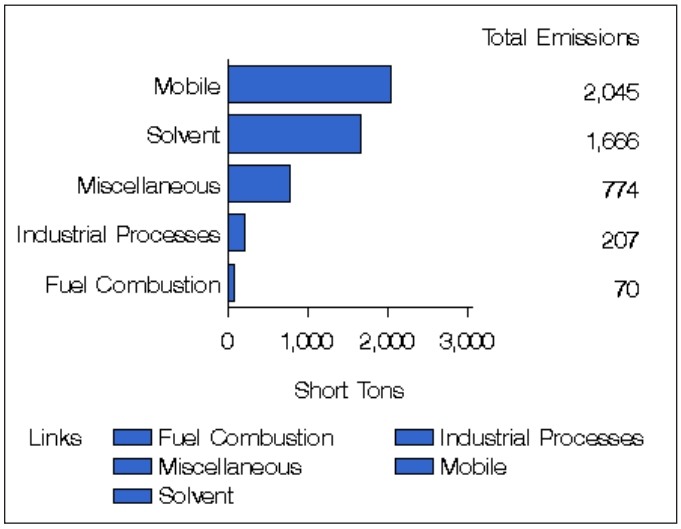
Ground-level ozone, the main component of smog, can trigger a variety of health problems including chest pain, coughing, throat irritation and congestion. It can worsen bronchitis, emphysema and asthma. Ground-level ozone also can reduce lung function and inflame the linings of the lungs. Repeated exposure 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.

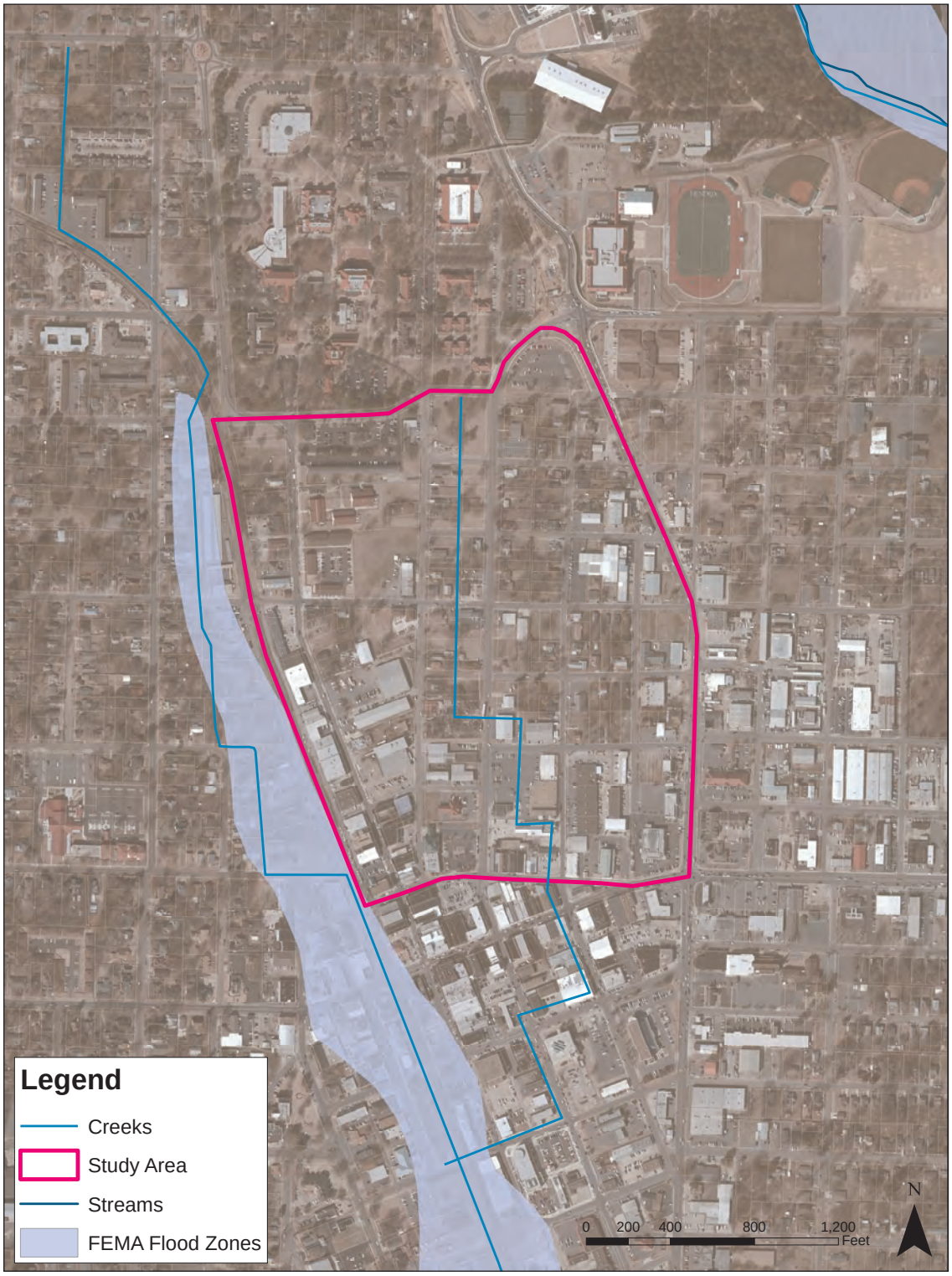
Nitrogen Oxides Emissions by Source



Volatile Organic Compounds by Source



FEMA Map of Plan Area



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, or primary, sources (e.g., automobiles, trucks) to Faulkner County's NOx and VOC emissions.

Particulate Matter

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

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

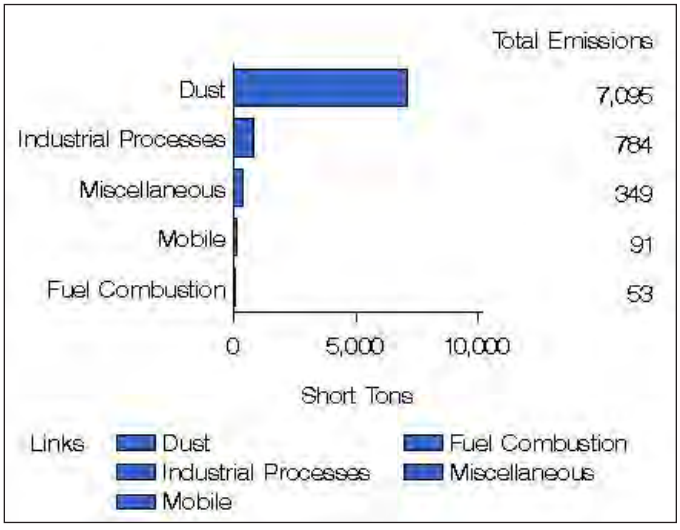
To date, no PM-10 or PM-2.5 nonattainment areas have been designated in Arkansas. However, in the future, new or revised PM standards or a changing climate could put central Arkansas at increased risk of nonattainment. The charts below show the relative contribution of mobile sources to PM-10 and PM-2.5 emissions in Faulkner County. The charts indicate that mobile sources are not a primary source of PM-10 or PM-2.5 emissions in the county.

Greenhouse Gases

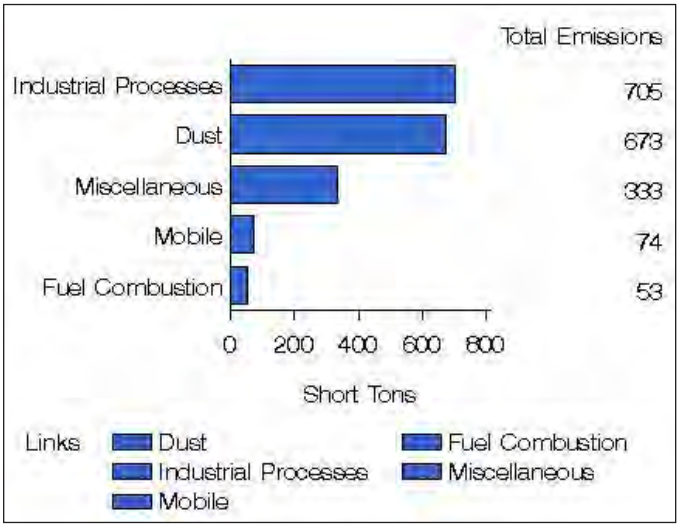
Greenhouse gases (GHGs) are any of the chemical compounds in the atmosphere that contribute to the greenhouse effect. Although some greenhouse gases such as carbon dioxide (CO2) are produced and emitted through both natural processes and human activities, other GHGs such as fluorinated gases are created and emitted solely through human activities. Recent state-level data on GHG emissions are limited to 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 charts page 21, 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 will likely result in reduced GHG emissions from the transportation sector.

PM 10 Emissions by Source Sector



PM2.5 Emissions by Source Sector



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

Table 3 - Conway Brownfield Sites

Name	Address	Status	Reason for Inclusion	U.S. EPA Notes
Conway Scrap Metal	110 Spencer Street	Phase I Environmental Assessment in progress (started 02/22/2012)	US EPA Targeted Brownfields Assessment Grant	Site has been operated as Conway Scrap Metals since 1980. Upon acquisition by the City of Conway, all structures located on site are scheduled for demolition.
Earl Rogers Building	1002 Oak Street	Phase I Environmental Assessment in progress (started 02/22/2012)	US EPA Targeted Brownfields Assessment Grant	Site is currently vacant with the exception of the east building. Chemical company uses a portion of the building for product storage prior to distribution.
Satterfield Station	700 Front Street	Phase I Environmental Assessment in progress (started 02/22/2012)	US EPA Targeted Brownfields Assessment Grant	Site operated as a service station from the mid-1940s to the 1980s. Site is currently developed for commercial use and is occupied by a real estate management business.
Hines Service Center	714 Harkrider Street	Phase I Environmental Assessment in progress (started 02/22/2012)	US EPA Targeted Brownfields Assessment Grant	Site is currently developed for commercial use and operates as an automotive service station.
Habitat for Humanity House #21	503 Monroe Street	Phase I Environmental Assessment in progress (started 02/22/2012)	US EPA Targeted Brownfields Assessment Grant	Site is currently vacant. The single-family home at the site is reported to be unusable and is scheduled for demolition.

Map of Conway Brownfield Sites

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. Searches were conducted for the Jump Start project area in the following environmental mapping tools:

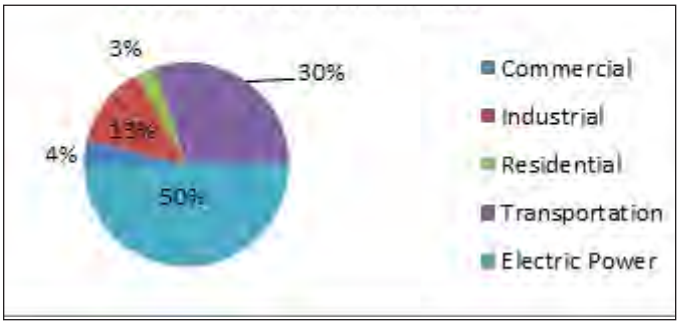
- U.S. EPA's Cleanups in My Community[4]
- Arkansas Department of Environmental Quality's Brownfields Viewer[5]

Five brownfield sites in or near the Jump Start project area were found in the two mapping tools. These sites are shown in the map and table below. The Arkansas DEQ Brownfields Viewer showed only one site, the Conway Scrap Yard. The U.S. EPA mapping tool included the Conway Scrap Yard and four others. The scrap yard site is the only one of the five sites within the Jump Start project area and will be a central element of the Jump Start planning process. The property was recently purchased by the City of Conway.

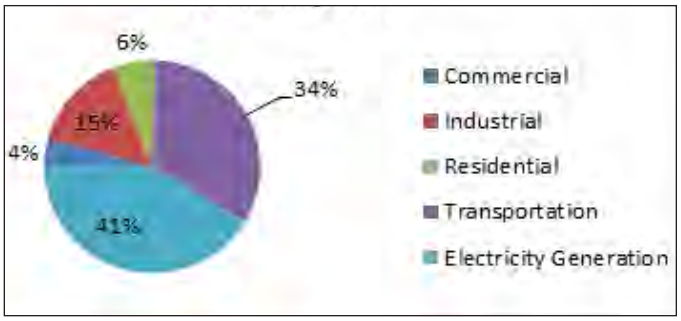
These five sites were included in the U.S. EPA database because they are being assessed using Targeted Brownfields Assessments (TBA) funding from U.S. EPA. TBAs are designed to help minimize the uncertainties of contamination associated

[4] U.S. EPA, Cleanups in My Community, accessed January 2014, http://ofmpub.epa.gov/apex/cimc/f?p=cimc:63.
[5] U.S. EPA, Cleanups in My Community, accessed January 2014, http://ofmpub.epa.gov/apex/cimc/f?p+cimc:63.

2011 AR CO2 Emissions from Fossil Fuel



2011 U.S. CO2 Emissions from Fossil Fuel



with brownfields. A TBA may encompass one or more of the following activities:

- A Phase I Environmental Site Assessment, including a background and historical investigation and a preliminary site inspection; and
- A Comprehensive Site Assessment (CSA), including sampling activities to identify the types and concentrations of contaminants and the areas of contamination to be cleaned.

These assessments may determine that the sites have no environmental contaminants of concern.

FRANCHISE UTILITIES

Gas, Electric and Telecommunications

The Conway Corporation operates and maintains the city-owned electric and telecommunications service within the study area. The majority of service is via overhead lines and poles. The Conway Corporation noted planning for future upgrades near and within the study area, including consideration of a hybrid of partial burying of lines and/or cleanup and consolidation of equipment to improve aesthetics within priority economic development corridors. Conway Corporation planning should be coordinated with Markham Street study area streetscape concepts and implementation schedule.

WATER ISSUES

Water

The Conway Corporation is responsible for operation and maintenance of the city-owned water distribution system. The project Jump Start application states that "some of the components have aged beyond serviceability."

Wastewater

The Conway Corporation is responsible for operation and maintenance of the city-owned wastewater system in the study area. The project Jump Start application, submitted by the City of Conway, states that "some of the components have aged beyond serviceability."

Drainage and Floodplain

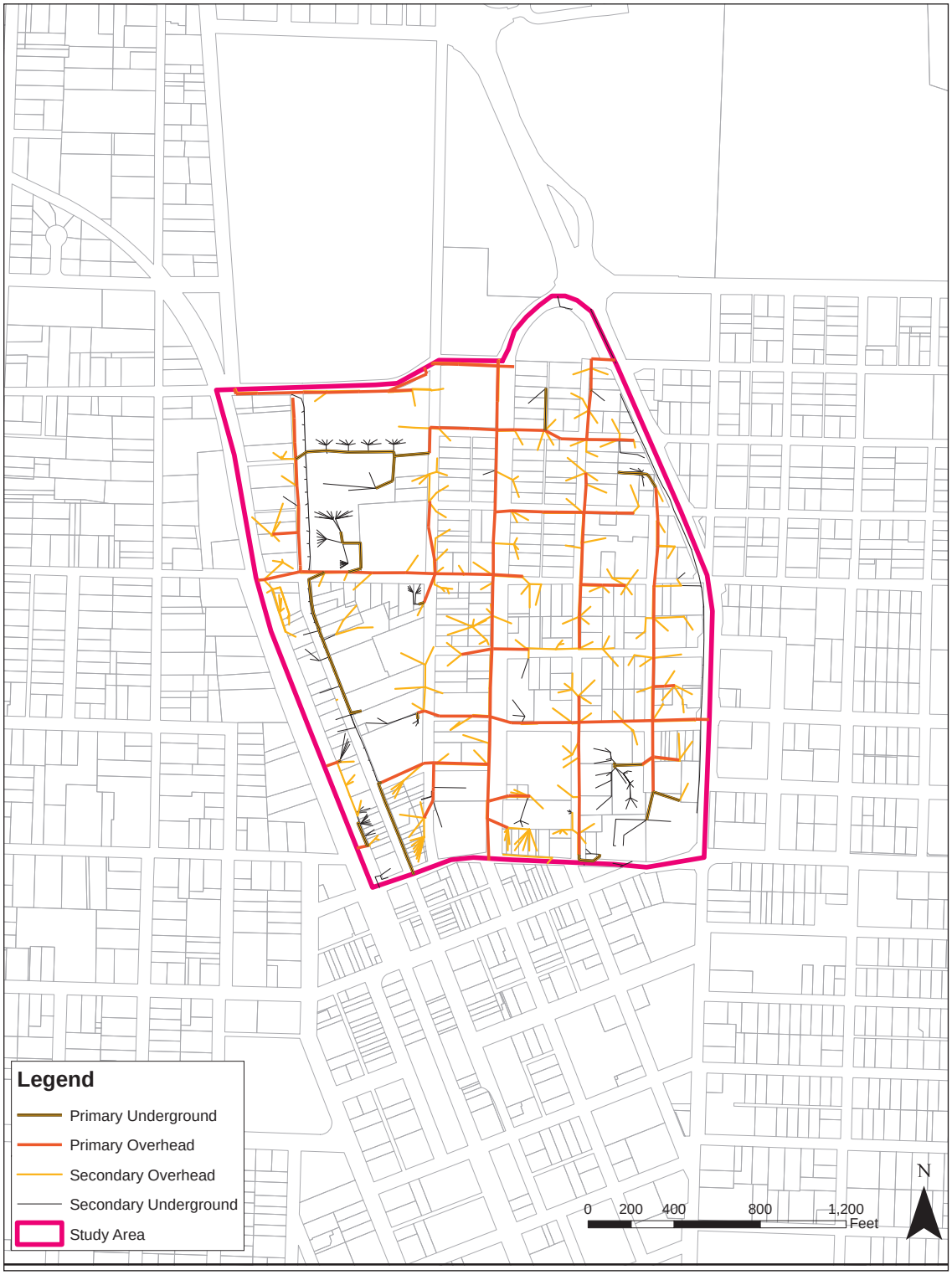
Downtown Conway south of the study area in the vicinity of North Street, Markham Street, and Harrison Street is prone to flooding. The flooding does not appear to extend north into the study area; however, the study area is upgradient so green infrastructure and flood control improvements within the study area will contribute to reductions in flooding severity to the south.

The City of Conway Street Department is responsible for operation and maintenance of the storm drainage system within the study area. Runoff from the majority of the study area is conveyed via a system of curb and gutter to an underground pipe drainage collection system. A 36"x24" box culvert runs through the study area from north to south. This box culvert runs through the scrapyard property, crossing Markham Street as seen on Page 23.

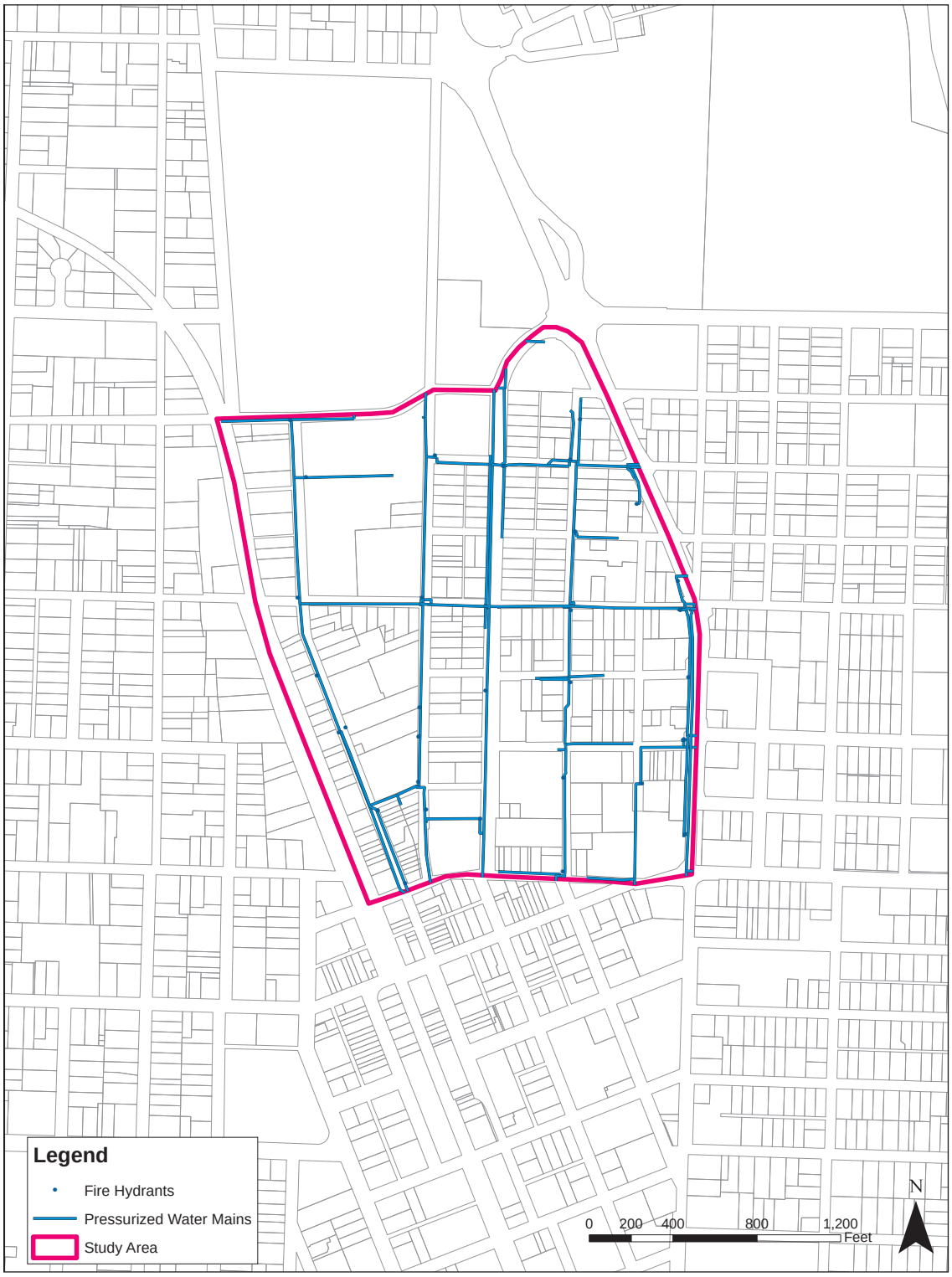
The City of Conway Street Department is responsible for operation and maintenance of the storm drainage system within the study area. Runoff from the majority of the study area is conveyed via a system of curb and gutter to an underground pipe drainage collection system.

A significant proposed project in the form of a 1.6-acre park with an entertainment amphitheater will serve as a detention/retention pond during significant rain events. Plans for Markham Street include bioswales and a riparian corridor to "daylight" an existing box culvert, as explained in the Implementation Chapter.

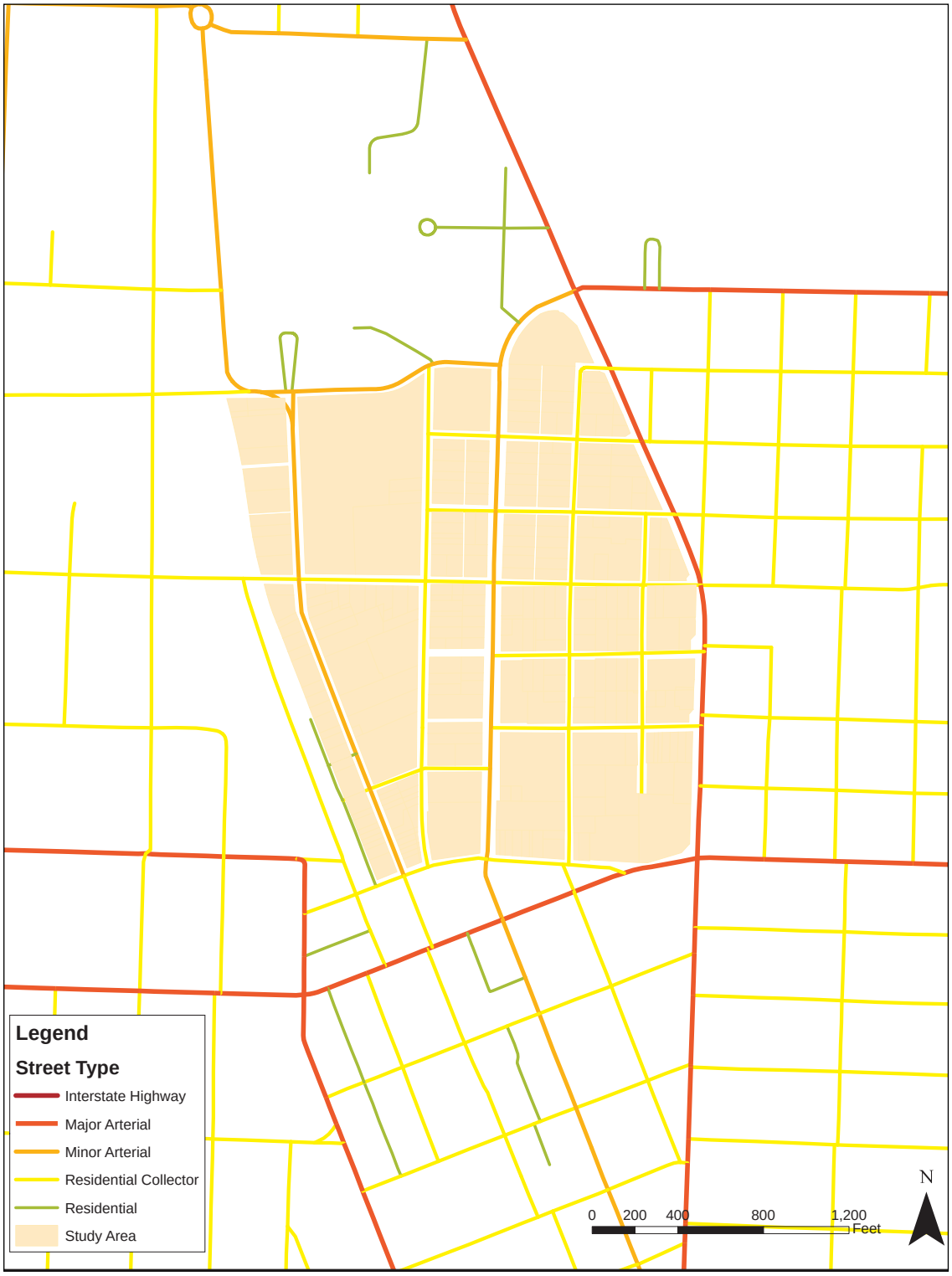
Electrical Utilities in Study Area



Water Utilities in Study Area



Master Thoroughfare Plan



Existing Transportation Infrastructure on the Markham Street

Existing Transportation Infrastructure on the Markham Street

TRANSPORTATION CHOICES + MOBILITY

Overview

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

The Markham Street study area has been shaped by transportation throughout its history. The current study area is bounded by the Union Pacific Railroad on the west and US Highway 64 on the east. Both Front Street and Markham Street were former state highways. Around the turn of the century, wagon yards used to operate along Markham Street. In fact, the oldest continuously operating business in the area - Mattison's Auto Repair Shop on Markham Street - originally started out manufacturing horseshoes and repairing wagon wheels.

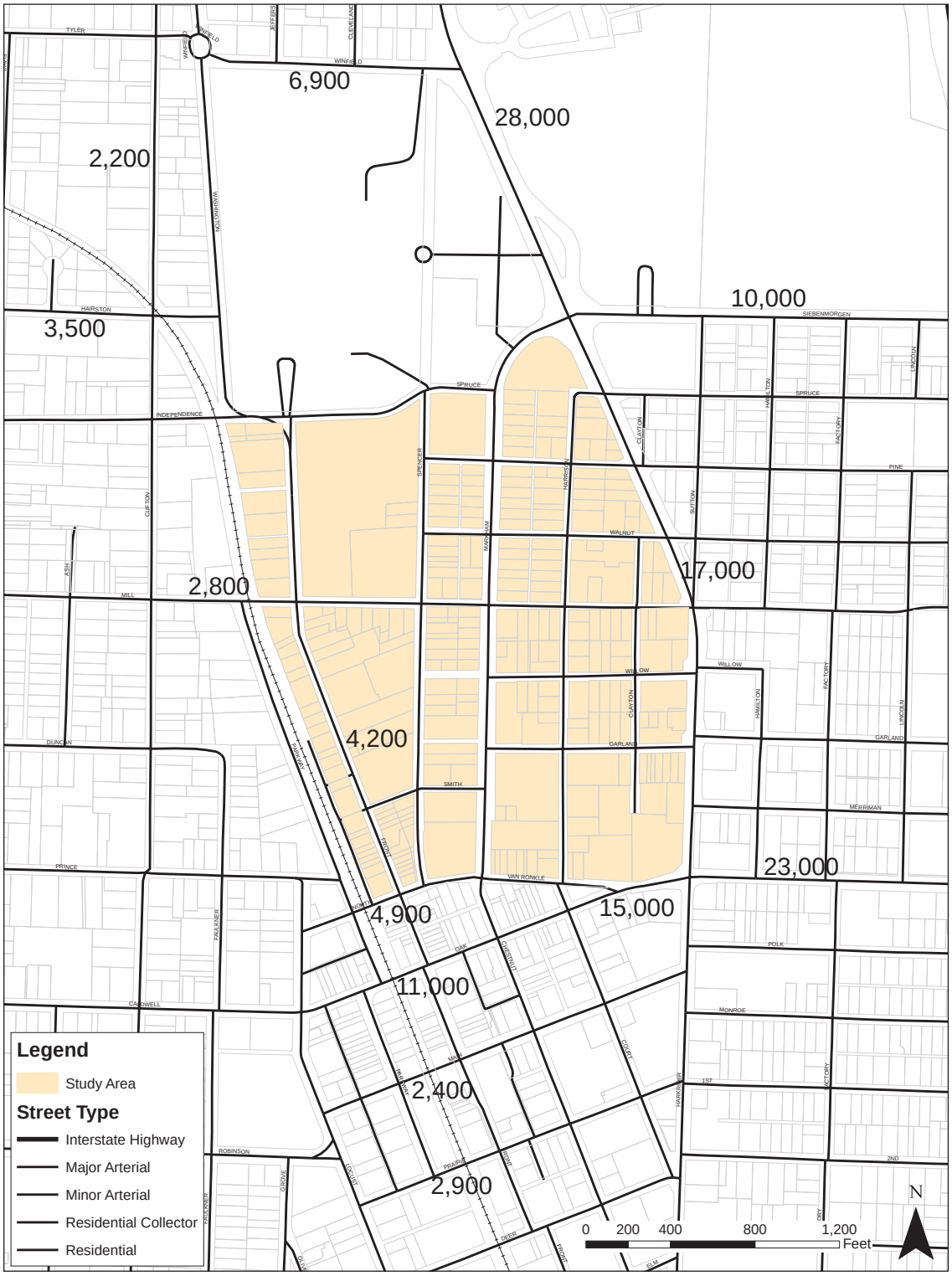
This area of Conway has a proud heritage, but the neighborhood's existing transportation infrastructure is largely failing to meet current needs. The initial assessment is that getting transportation correct on Markham Street and the surrounding roadway network will be critically important for the continued vitality of this area (and an essential outcome of this planning process). The downtown revitalization and the Hendrix Village development both incorporated changes to the existing streets, and the same will be true for Markham Street area. Ultimately, it will be difficult to revitalize this neighborhood without dramatic improvements to the area's street network and the expansion of transportation choices, in collaboration with the zoning and implementation planning.

"The 2012 American Community Survey shows that just over 61 percent of Conway households own two or more cars."

Transportation Demographics

The 2012 American Community Survey (ACS) shows that just over 61 percent of households in Conway own two or more cars, just over 82 percent of Conway workers commute to work in a single-occupant automobile and mean travel time to work was almost 20 minutes. These figures are not too dissimilar from state and national averages. It is worth pointing out that nearly 39 percent of Conway households own one car or less (with just almost 7 percent of households owning no car at all).

Traffic Counts



EXISTING POLICIES, PLANS + INFRASTRUCTURE

Policies

Key transportation policies relevant to the achieving the goals of the Markham Street Jump Start plan include:

- **Complete Streets Ordinance**. The City adopted a Complete Streets ordinance in 2009. It states that the "City shall plan for, design, and construct all new City transportation improvement projects" to provide for Complete Streets. The ordinance also states that "[i]t is the Mayor's and Council's intent that all sources of transportation funding be drawn upon to implement Complete Streets."
- **Street Design Standards.** The City has not yet adopted locally-tailored complete streets design standards. At this time, the City traffic engineer references FHWA's design guidance on designing streets to include pedestrian and bicycling facilities (such as www.fhwa.dot.gov/environment/bicycle_pedestrian/guidance/index.cfm).
- **Design Review of New Streets**. When new streets are proposed they are reviewed for compliance with the City's Street Master Plan and Complete Streets ordinance. Highlights of typical review practice include:
  - City requires a minimum dimension for the total right-of-way width based on the street's designation in the traditional functional classification system;
  - Roundabouts are preferred over signals at intersections, unless a signal is warranted;
  - Number of lanes required and provision of multimodal facilities in compliance with the Complete Streets ordinance is done on a case-by-case basis; and
  - While Conway has implemented many innovative street design treatments (roundabouts, etc.) some stakeholders perceive that the actual execution of new streets in new developments had produced mixed results.
- **Multimodal Performance Measures**. The City's only performance measure for the transportation system is automobile Level of Service (LOS). The auto LOS performance measure is unofficially "D" or better, although this is not an adopted standard. LOS is only used as part of impact analysis for development projects where City requires traffic study for projects (discretionary decision). If the traffic study shows that auto LOS will be degraded then impact fees are assessed based on square footage for commercial uses and bedroom count for residential uses.

Plans

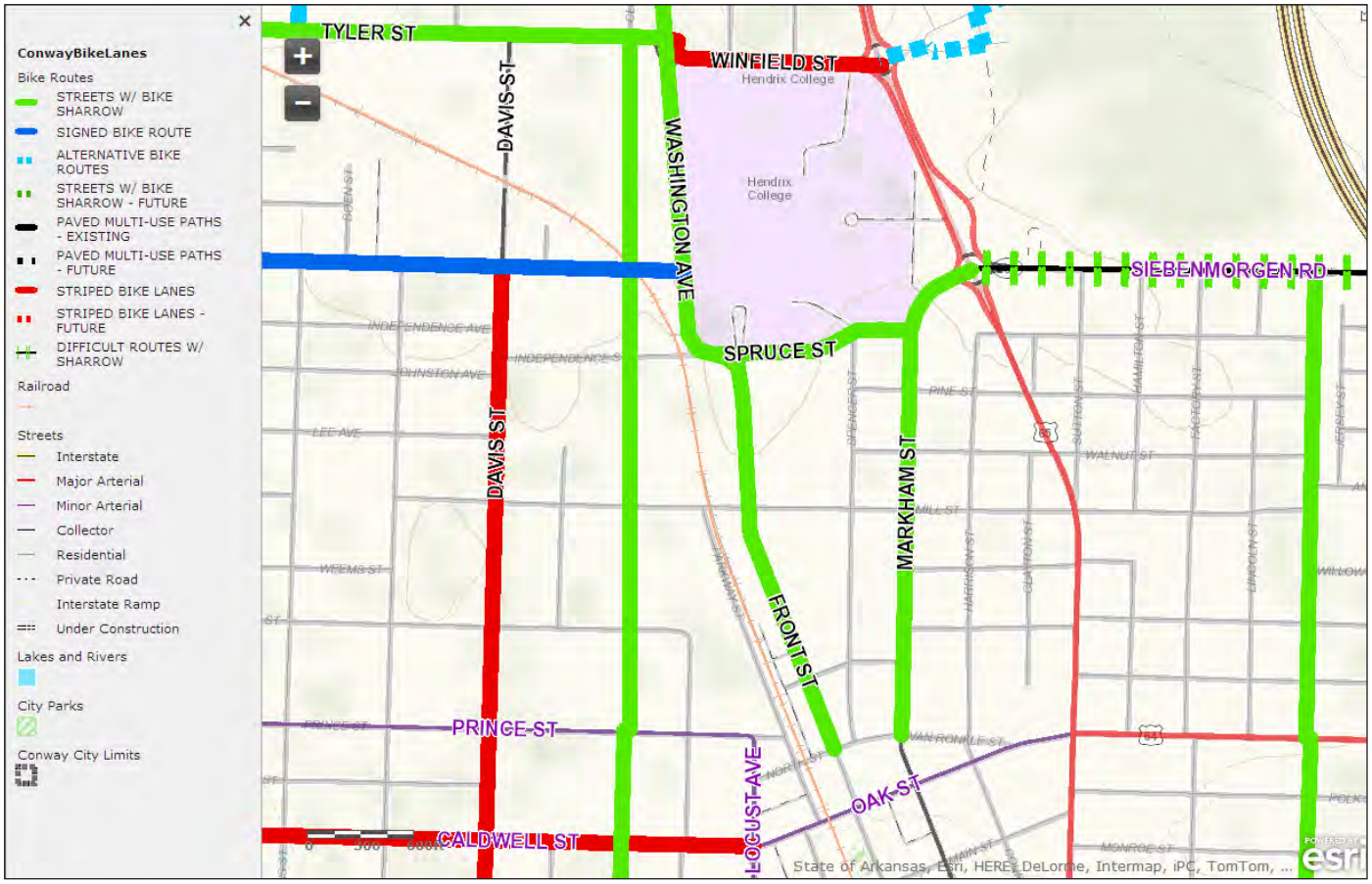
- *Conway 2035: A Plan for the Future of Conway.* This vision plan includes a number of goals related to transportation improvements. In fact, transportation is one of the primary focal points of the plan: the section on called "Keep Conway Moving" contains three pages of vision statements, many related to creating multimodal streets, improving conditions for walking and biking and adding new mobility options like transit.
- *Bicycle Plan.* The City's bicycle plan has identified a robust city-wide bicycle network. The map on Page 28 shows the bike network in the Jump Start plan area.

Markham Street lacks pedestrian-friendly infrastructure

Markham Street lacks pedestrian-friendly infrastructure

Markham Street is currently very wide yet lacks any pedestrian amenities

Map of Bike Routes within Study Area



- *Conway Transit Feasibility Study (2009).* This study found that Markham St. corridor had high demand potential due to its location between downtown and Hendrix College. As a result, the study's "Proposed Core Transit Service Area" entirely surrounds the Markham St. Jump Start plan area. In addition, a citywide phone survey demonstrated 75% support for funding new transit service in Conway. While federal 5309 funding is available for the capital costs of purchasing buses and building bus facilities, the latest Council action was to reject external funding because of concerns about the net capital obligation.
- *Express Bus Service Feasibility Study (2013).* This study proposed one stop north or town and one stop south of town. Initial analysis suggested that ridership demand would be low and therefore the service is unlikely to be financially sustainable.

Infrastructure

The primary transportation infrastructure in the Markham Street plan area consists of:

- The local street network consisting of vehicular and pedestrian travelways, as discussed in more detail in the next section. Most of the streets in the area are degraded and in need of either significant repair or complete reconstruction.
- The sidewalk network provides an extremely poor level of service and amenity for pedestrians, with sidewalks absent on most blocks. On blocks where sidewalks are present, they are typically narrow, have frequent barriers and obstructions, and are poorly maintained. Typical pedestrian conditions on Markham St. and intersecting streets are illustrated on Page 28.
- As discussed in the "Plans" section, Markham and Front Streets both have a bike sharrow as part of the City of Conway's bike network.
- There are pedestrian and bike trails to the east and west of the plan area, but there are no good on-street or off-street connections to these trails.
- There is no public transit service in the study area. There are a number of private and transit service providers (shuttles, cabs, etc.).

SITE ACCESS + CIRCULATION

Transportation Plan/Master Street Plan

The City incorporated a Transportation Plan / Master Street Plan into the 2009 Comprehensive Plan Map. The figure on Page 24 shows the portion of that map that corresponds to the Markham Street plan area and shows the functional classification of existing and proposed streets throughout the planning area. Both Markham Street and Front Street are designated collectors with the rest of the non-highway streets designated as residential collectors.

Auto Traffic Volumes

As shown on Page 26, average daily traffic (ADT) auto volumes for the plan area are generally quite low relative to the existing street capacity. The following are representative ADT volumes for streets in the study area:

- Front Street: 4,300
- Van Ronkle Street: 5,200
- W. Oak Street: 11,000
- Harkrider Street (US Highway 64): 15,000
- Markham Street: Currently being undertaken by the City

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).

Recent Initiatives + Investments

As of this report, there have been no recent transportation initiatives undertaken or investments made in the Markham Street plan area related to transportation.

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QUALITY PLACES + HEALTHY COMMUNITIES

HEALTH RESOURCES/RANKINGS

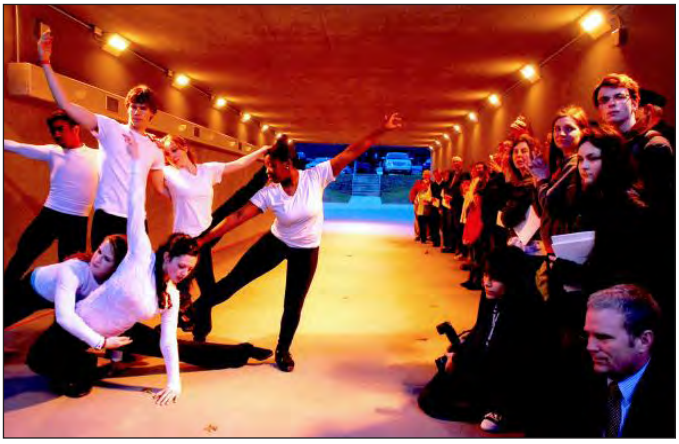
Health Connection to the Imagine Central Arkansas Program Elements

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

- *Efficient mobility options and pedestrian design* (2 program elements) – Ensuring that roadways provide spaces for pedestrians and/or bicyclists enhances opportunities for active transportation, which positively impacts health. Providing a variety of transportation choices can reduce travel by personal vehicle and thereby improve air quality as well.
- *Housing choice, development diversity, an efficient growth* (3 program elements) When neighborhoods have a variety of housing choices and diverse types of development (i.e., mix of uses), it becomes easier for residents to reach destinations (e.g., schools, shopping) using alternative modes of transportation including walking and biking, which have known benefits for health. Reduced automobile usage in mixed use areas can also lead to improved air quality.
- *Environmental stewardship* – Environmental stewardship leads to improved air and water quality and reduces exposure to toxic materials, all of which lead to improvements in human health.

Health Snapshot

The following data points provide a summary of how the health of Arkansas residents and Faulkner County residents compares to that of the US population.[6] Faulkner County outperforms state and national outcomes on some indicators, while it underperforms on others. Faulkner County performs particularly well on its obesity and smoking rates, while its performance is not as high on physical inactivity and diagnosed diabetes. Although Faulkner County's ratio of residents to primary care physicians is relatively high, the area is not considered "underserved" according to the Health Resources and Services Administration.[7] The presence of high numbers of health care providers in neighboring Faulkner County mitigates the potential negative effect of this high ratio as well.



The Hendrix Dance Ensemble performs in the "Harmonic Fugue" Pedestrian Tunnel on campus.
Source: The Log Cabin Democrat

WALKABLE COMMUNITIES

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

[6] 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.
[7] HRSA considers areas to be underserved if their ratio is 3,500 or above, given that the area does not have "unusually high" medical needs. For high needs areas, the HRSA threshold is 3,000.

Table 4 - Health Indicators

Indicator	National	Arkansas	Faulkner County	Faulkner County vs. State	Faulkner 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]	10.4%	Above State Rate	Lower than national rate
Obesity Rate[5]	35.7%[6]	34.5%[7]	33.0%	Lower than State Rate	Lower than National Rate
Smoking Rate[9]	17.3%[10]	22.9%	18.0%[11]	Lower than State Rate	Similar to National Rate
Physical Inactivity Rate for Adults	25.4%[12]	29.2%[13]	28.0%[14]	Lower than State Rate	Higher than National Rate
Ratio of Residents to Primary Care Physicians	1463[15]	1473[16]	2111[17]	Higher than State Rate	Higher 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

and to places that give them the greatest security, convenience, comfort, efficiency, and welcome."

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

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

John and Victor point out in their book Street Design, "...what makes a good street is not as subjective or as complex as some might think. In fact, making good streets comes naturally to people, and has for thousands of years." Even Dr. Suess lays it out rather simply in his book places to go, "You have brains in your head. You have feet in your shoes. You can steer yourself any direction you choose. You're on your own. And you know what you know. And YOU are the one who'll decide where to go..."

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

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

Walkability Emphasis

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

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EXISTING COMMUNITIES

Old Cotton Gin Building

Old Post Office Building

SUPPORTING HEALTHY COMMUNITIES

Access to Quality Foods

Consuming healthy foods a critical component of maintaining a healthy lifestyle, and livable neighborhoods should provide residents with access to healthy food sources. According to the CDC, only 20 percent of Arkansas residents consume 5 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, nine percent of Faulkner 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] There are no grocery stores located within the Markham Street study area; the closest grocery store is the Kroger at 101 Oak Street, which is a little less than a mile away from the center of the project area. The closest farmers market to the project site is located at 925 Mitchell Street, which is also about 1 mile away from the center of the Markham Street area.[11]

OUTDOOR ACTIVITIES

Open Space

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

A significant proposed project in the form of a 1.6-acre park with an entertainment amphitheater will also serve as a detention/retention pond during significant rain events.

Historic Places and Landmarks

- Old Cotton Gin Building (Markham Street Study Area)
- Old post office restored to be a mixed use building, post office still remains (Downtown)

[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/usda/usdahome?navid=KYF_COMPASS.

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STRENGTHS, WEAKNESSES, OPPORTUNITIES + THREATS

Strengths

- **Traditional street grid pattern** - A connected grid means pre-existing right-of-way as well as a well-connected community.
- **Community support for changes to Markham Street area** - Community meetings and input have made clear the overall community desire for improvements to the Markham Street area to connect downtown to Hendrix College.
- **Design overlay district and existing examples of good main street development and design in downtown** - Downtown Conway is already an active, walkable destination with successful street and building design. It can serve as the main example of future development in the Markham Street area.
- **Amphitheater concept already developed** - With plans for the new amphitheater already developed and with broad community support, this shovel-ready project has the ability to become a rapidly implemented catalytic development.
- Agreement with scrapyard owner, transition plan in place
- **Signs of positive housing market** - Conway is a rapidly growing community, resulting in an active housing market with continued increased demand for all housing types.
- Strong chamber of commerce and economic development corporation
- Strong partnerships with local businesses and institutions, such as Hendrix College

Weaknesses

- **Scattered ownership/assemblage of parcels** - The Markham Street study area has numerous landowners and many, small parcels, making large-scale redevelopment more difficult.
- **Cost of scrapyard cleanup** - Although there is already an agreement with the scrapyard owner, cleanup and remediation of this brownfield will be an expensive undertaking.
- **Stormwater drainage issues/flooding** - Poor stormwater infrastructure has caused management issues and flooding during heavy rain events, making the area less inviting to residents and pedestrian, while also lowering property value.
- Roadway overdesign
- **Lack of sidewalks** - Many of the streets in the Markham Street neighborhood lack any sort of pedestrian infrastructure, making the area uninviting for pedestrian use.
- **Absence of street trees** - Street trees improve the pedestrian realm by providing additional shade and a level of protection from nearby traffic. This not only improves the experience for walkers but is also shown to increase property value in the neighborhood.
- **No central gathering/public space** - Although there are numerous parks within a few miles of the neighborhood, no parks exist within the area, providing no open space for neighbors to recreate or congregate as a community.

Opportunities

- **Position Markham Street as a regionally significant corridor between economic and institutional anchors in Conway** - Downtown Conway and Hendrix College are two of Conway's biggest draws. The Markham Street corridor has the potential to unite these two draws, creating one cohesive place.
- **Expand housing options for residents to complement commercial nodes** - Currently, the majority of the residential-zones within Markham Street study area are single-family. New housing types provide opportunities for multiple generations and income levels with options.
- **Improve environmental quality throughout study area** - Currently the area has several brownfields. Cleanup of these areas will make the area a healthier, more livable place.
- **Improve multi-modal connections and safety** - New bike lanes and widened sidewalks have the potential to become a huge part of implementing a Complete Street along Markham Street.
- Potential to work with landowners trying to make a positive impact on area
- Visionary and capable city staff supportive of vision

Threats

- Potentially prohibitive expense of contamination cleanup at scrapyard site to accommodate proposed plan, lack of certainty regarding funding of cleanup
- **Market for townhomes is weaker than expected** - A large portion of the Markham Street area was previously zoned T-4 for townhomes. Even with this zoning, the market has not seen supportive of this housing product, which may not bode well in plans for increased housing type diversity.
- Extensive and costly utility improvements necessary

PUBLIC ENGAGEMENT

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JUMP START INITIATIVE

Planning for Sustainable Growth

Conway's Markham Street Area – Draft Design Review

February 26, 2014

GATEWAYPLANNING
A VIALTA GROUP PARTNER

ICF INTERNATIONAL

catalyst

Design Group

Walkable and Livable Communities Institute

Horsley Witten Group
Sustainable Environmental Solutions

METROPLAN
SMART PLANNING MAKES SMART PLACES.

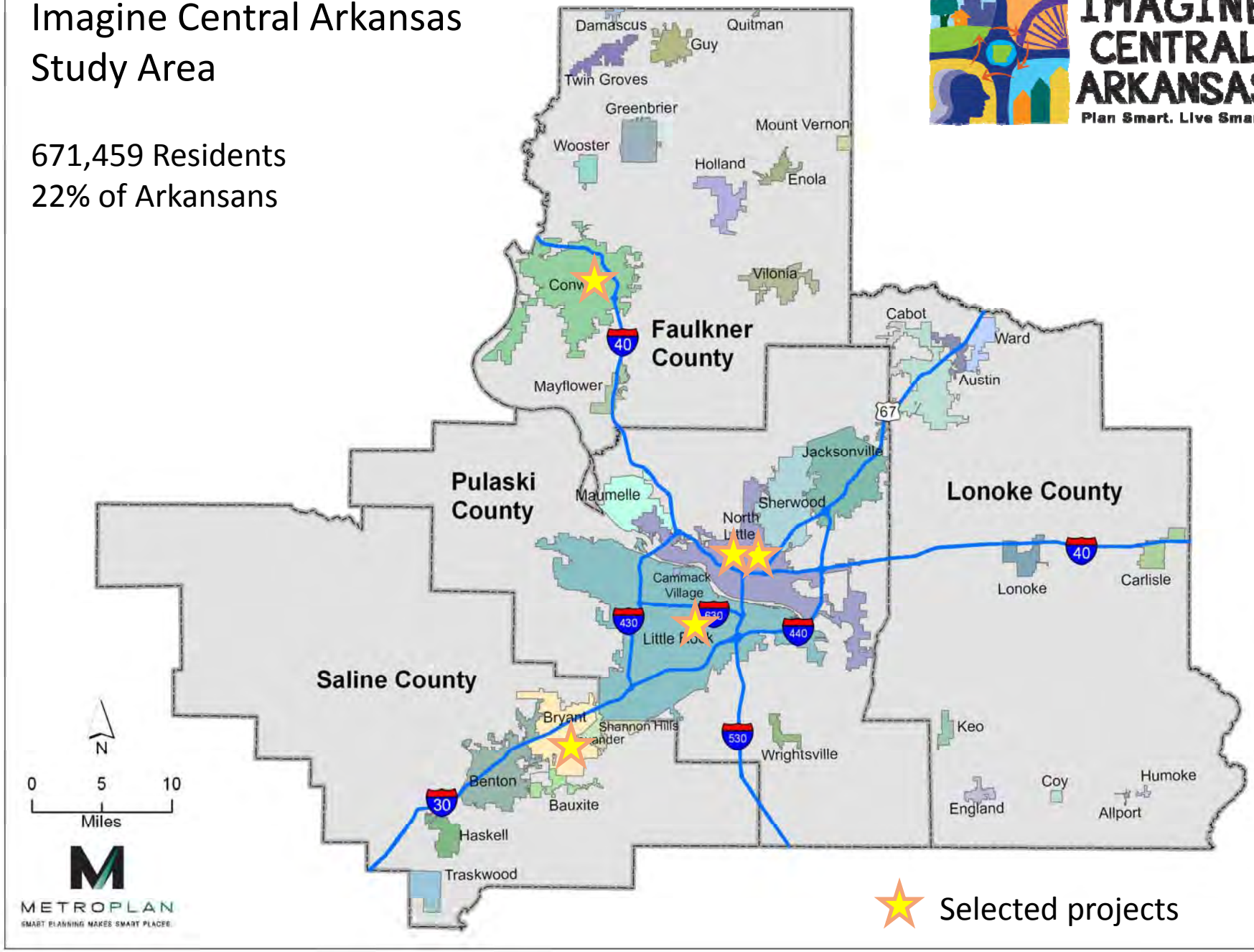
IMAGINE CENTRAL ARKANSAS
Plan Smart. Live Smart.

Tonight's Presentation

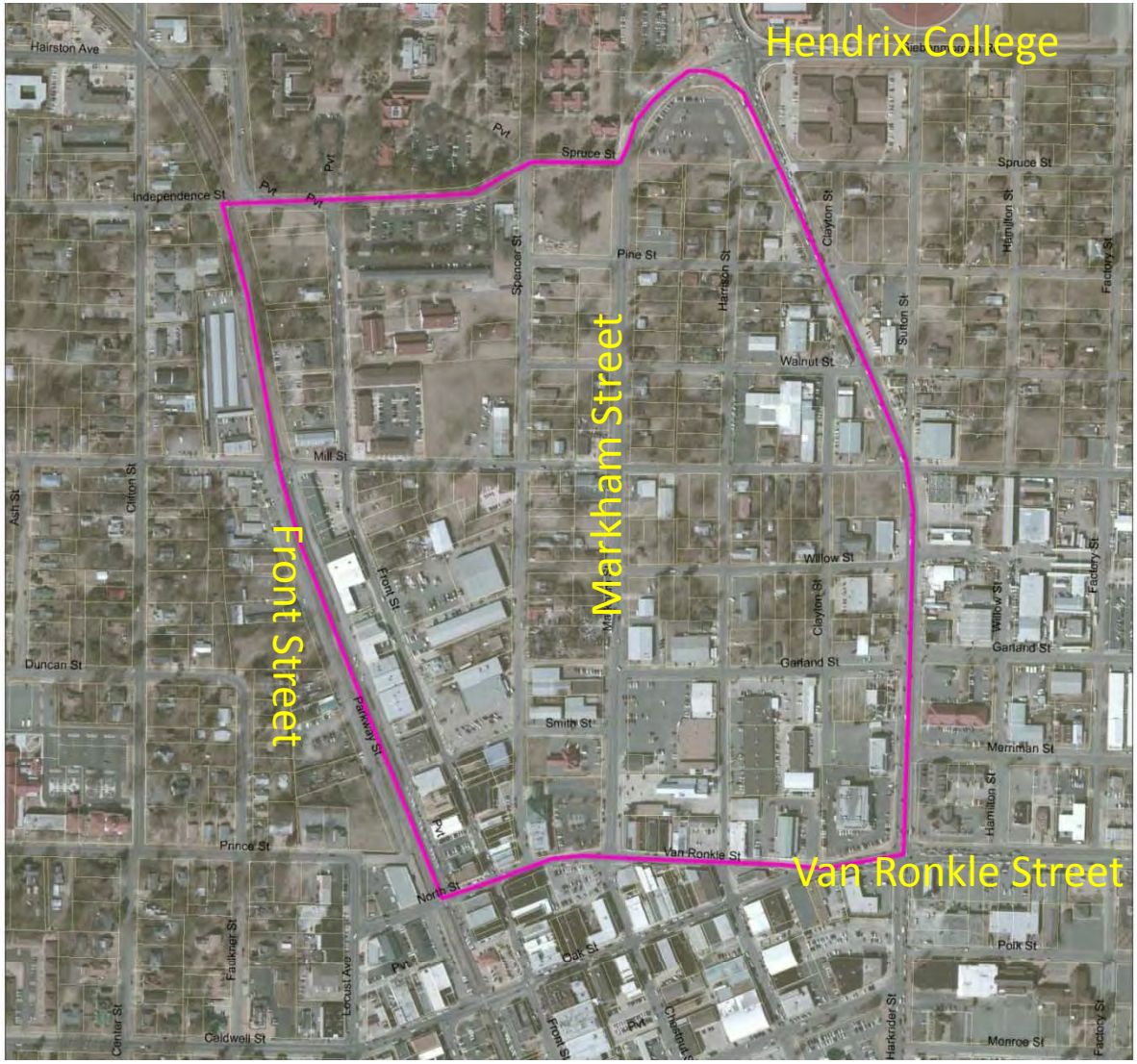
- Where We've Been
- Our Understanding
- Built Environment – Zoning
- Conceptual Design
- Housing Considerations
- Public Realm – Streets
- Connections – Region

Imagine Central Arkansas Study Area

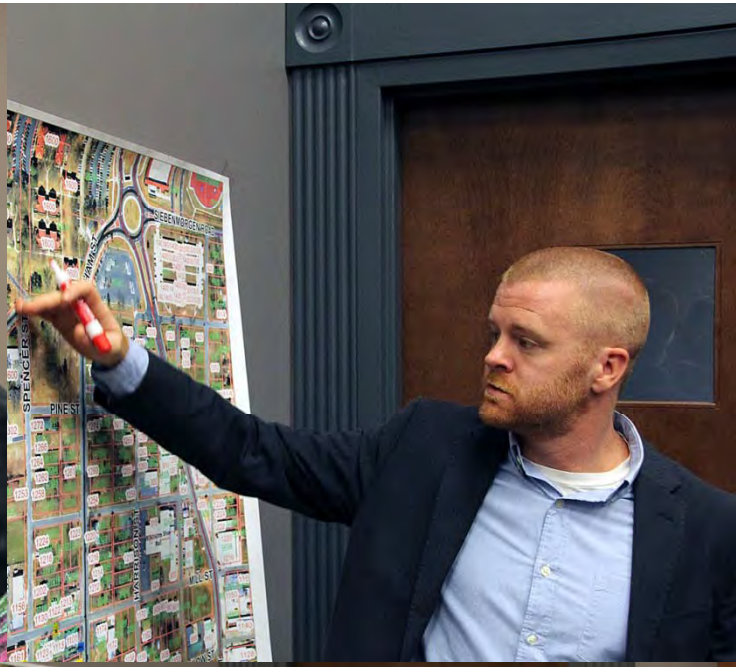
671,459 Residents
22% of Arkansans



Study Area


Hendrix College
Markham Street
Front Street
Van Ronkle Street
Hairston Ave
Independence St
Spruce St
Pine St
Walnut St
Mill St
Willow St
Garland St
Smith St
Van Ronkle St
North St
Prince St
Duncan St
Caldwell St
Monroe St
Polk St
Merriman St
Spencer St
Harrison St
Clayton St
Sutton St
Hamilton St
Factory St
Ash St
Clifton St
Front St
Parkway St
Oak St
Cherry St
Harkrider St
Center St
Faulkner St
Locust Ave
Pvt


AQUAFINA


SPENCER ST
PINE ST


Dr Pepper
Diet


The Patio Cafe
Something Brewing
ESPRESSO
LATTE

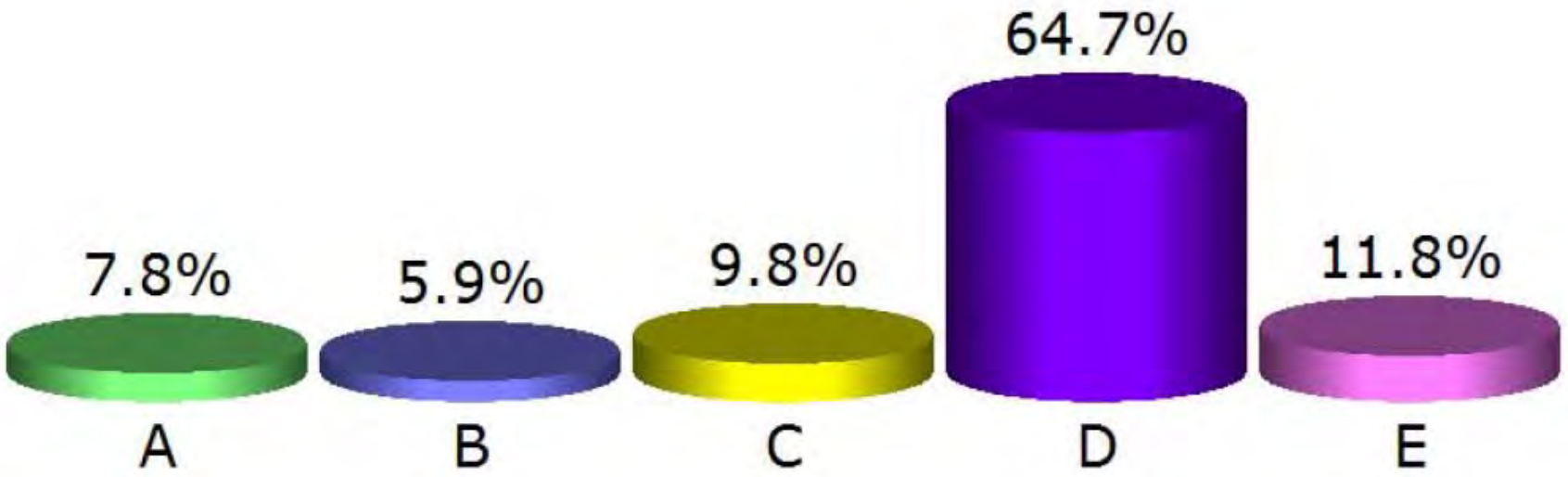

INFANTRY
Warrior Division

December Visioning Meeting

Survey Results

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

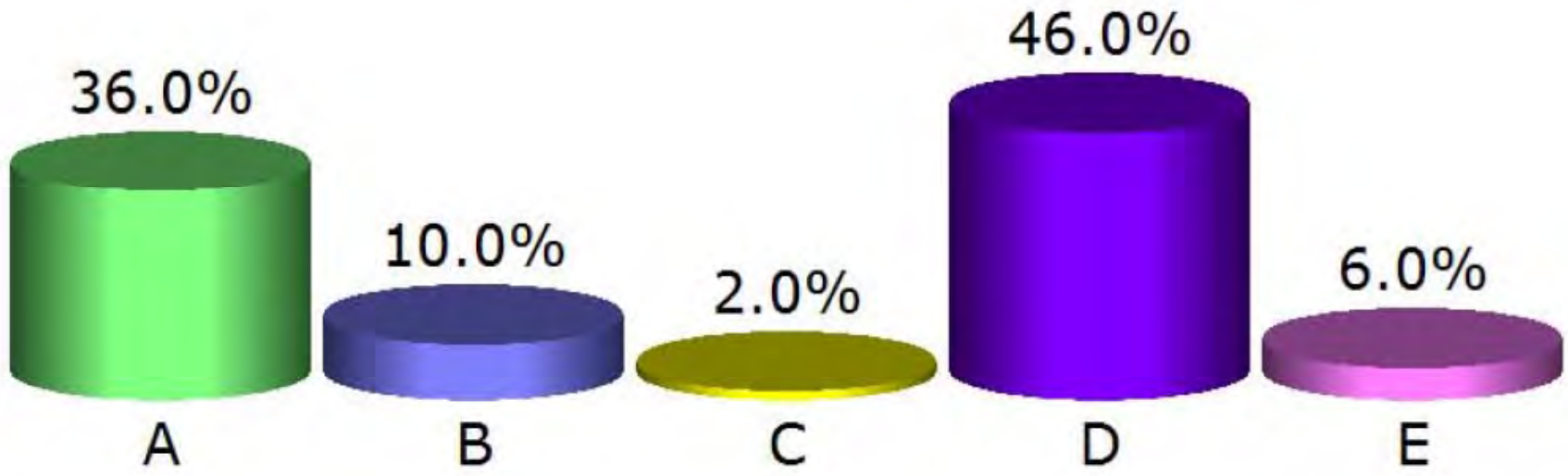
a. Respect the neighborhood character of Conway, encouraging high quality architecture and building materials
b. Embrace neighborhood amenities like parks and other public spaces on or nearby the project
c. Focus on walkability and access to trails and bicycling routes
d. All of the above
e. Embrace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



Survey Results

12. Given that the scrap yard is being improved, future improvements to Markham Street Area should focus primarily on:

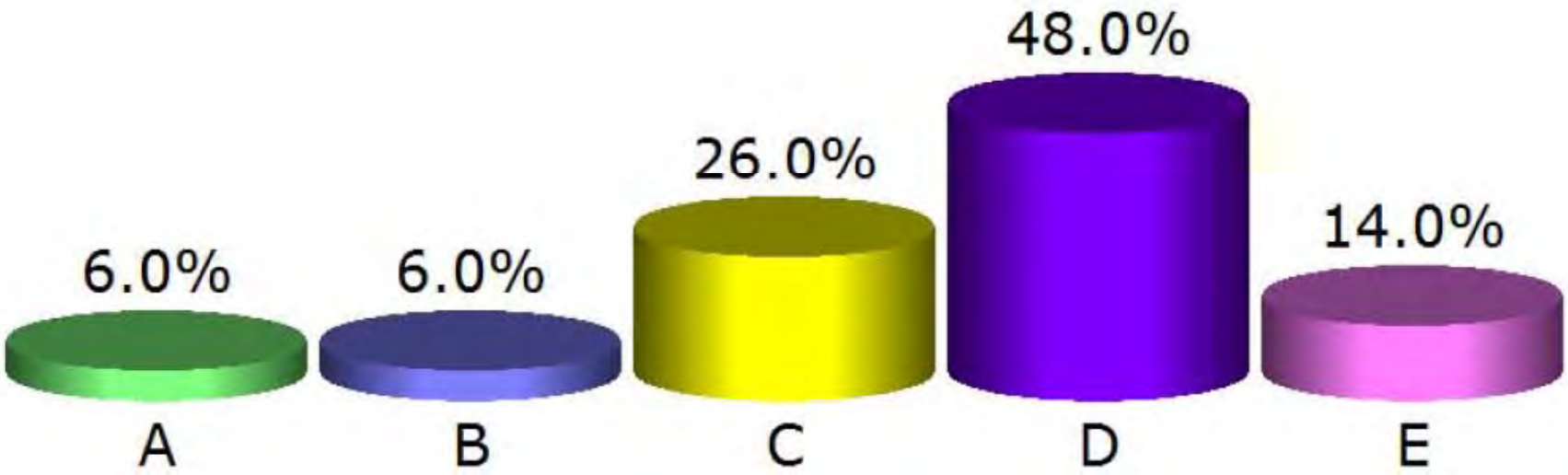
a. Accommodating alternative modes of transportation (Pedestrians, Bikes, etc.)
b. Access and traffic patterns
c. Traffic Speeds
d. Design and form of buildings
e. Other priority than those above (comment card)



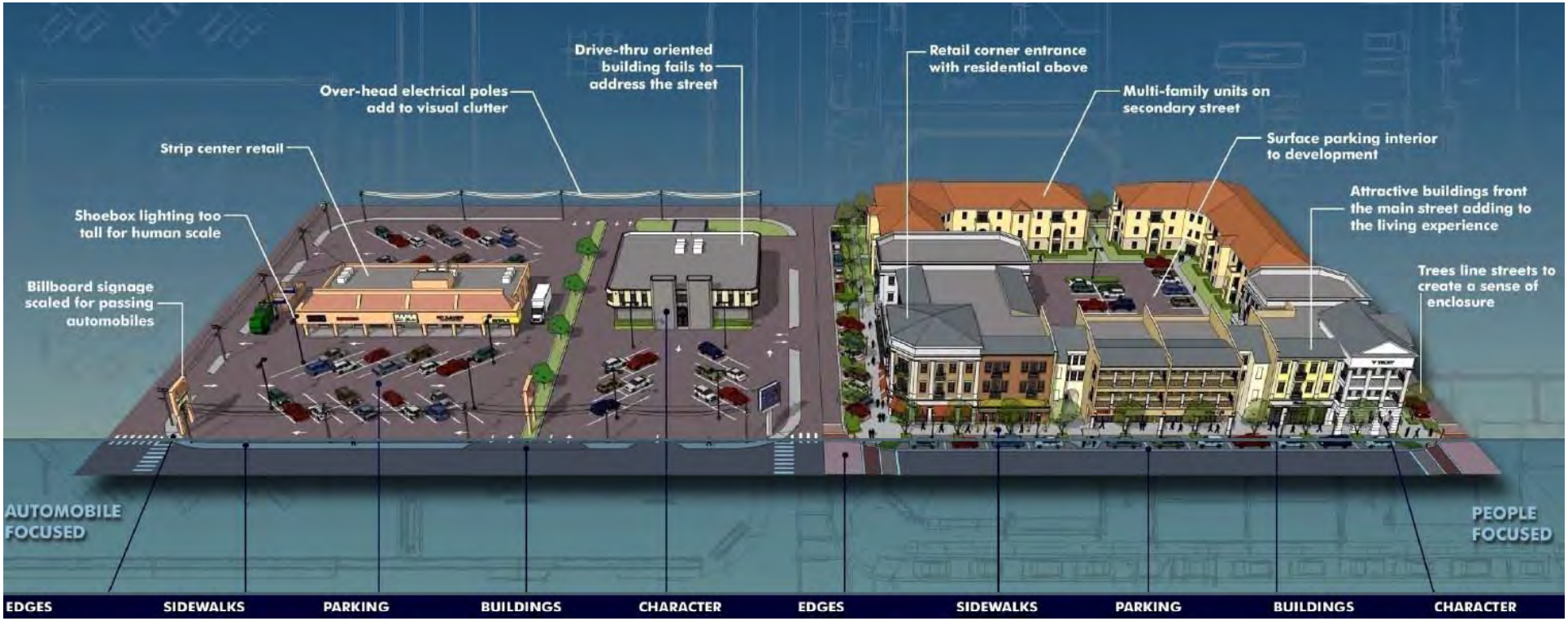
Survey Results

14. My priority for the Markham Street Area is:

a. Connecting surrounding neighborhoods
b. Creating more opportunities for housing in the Downtown area
c. Creating an opportunity for a diversity of uses
d. All of the above
e. None of the above or other than listed above (comment card)



Hide the parking lots



Context Sensitive Solutions (CSS)

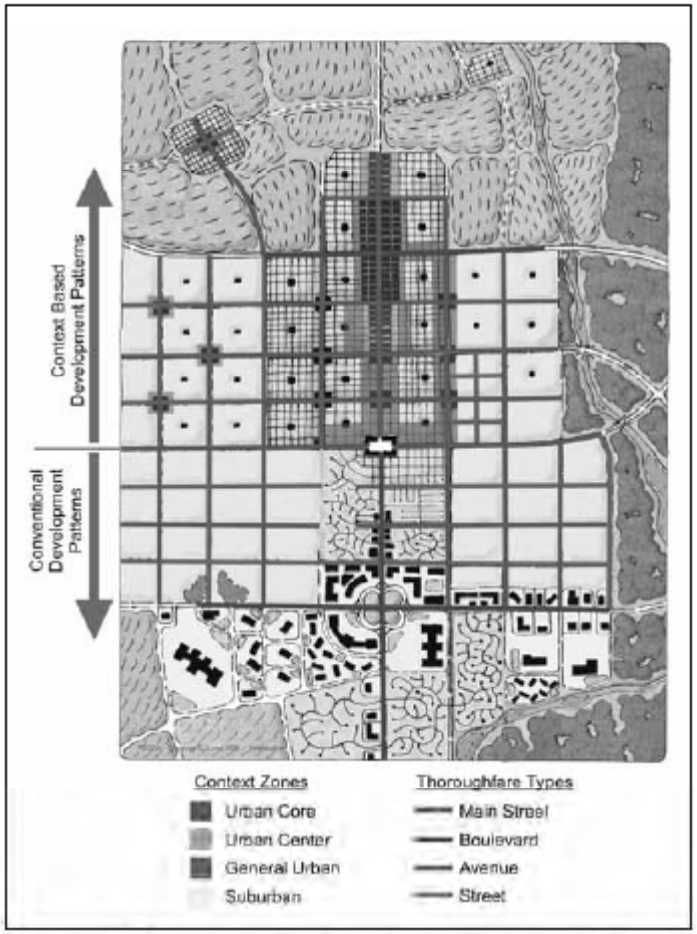
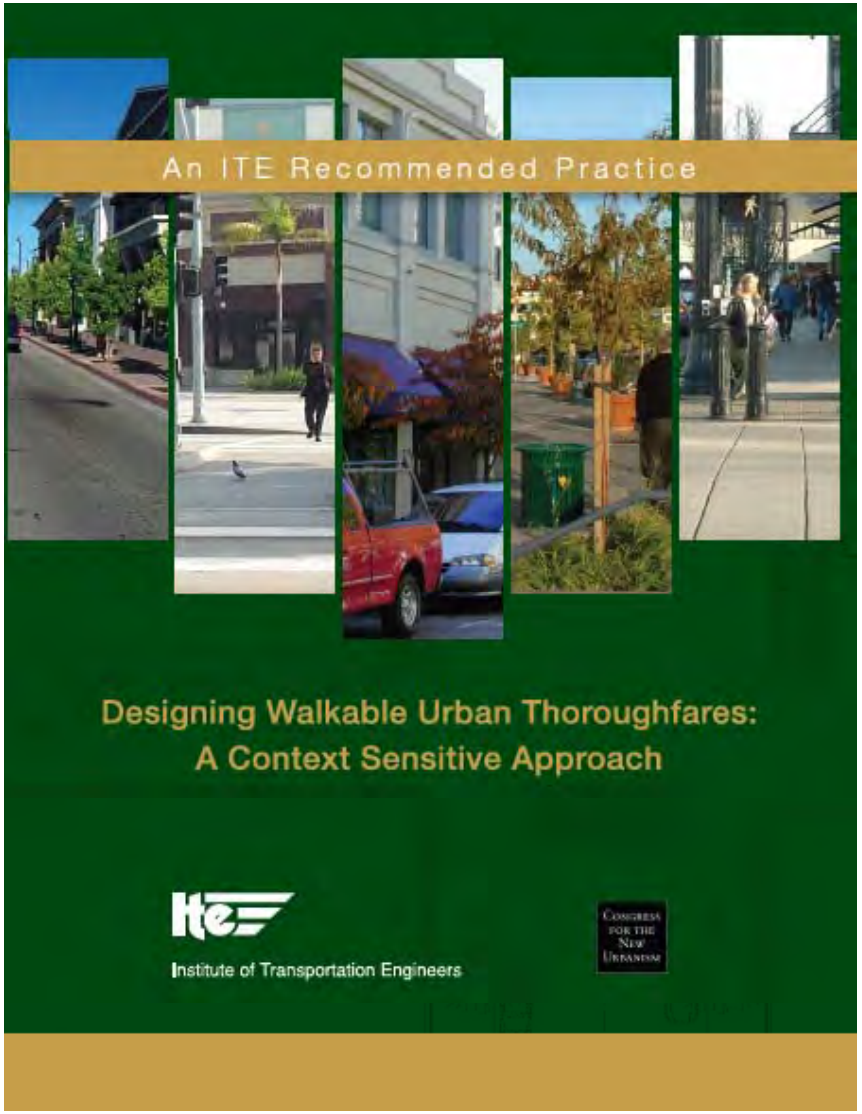


Figure 3.3 Context based development patterns are formed around a highly connected network of walkable thoroughfares. Source: Thomas Low (DPZ) and Digital Media Productions.



Local Examples of CSS

Create the outdoor living space

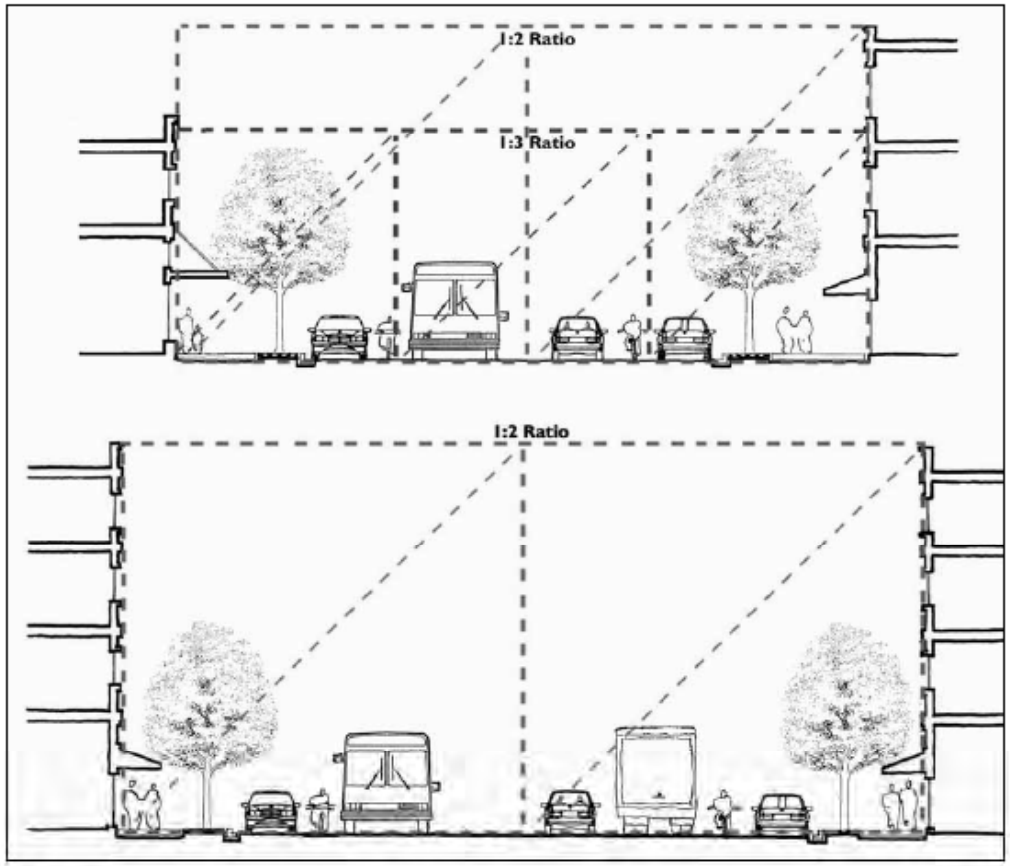


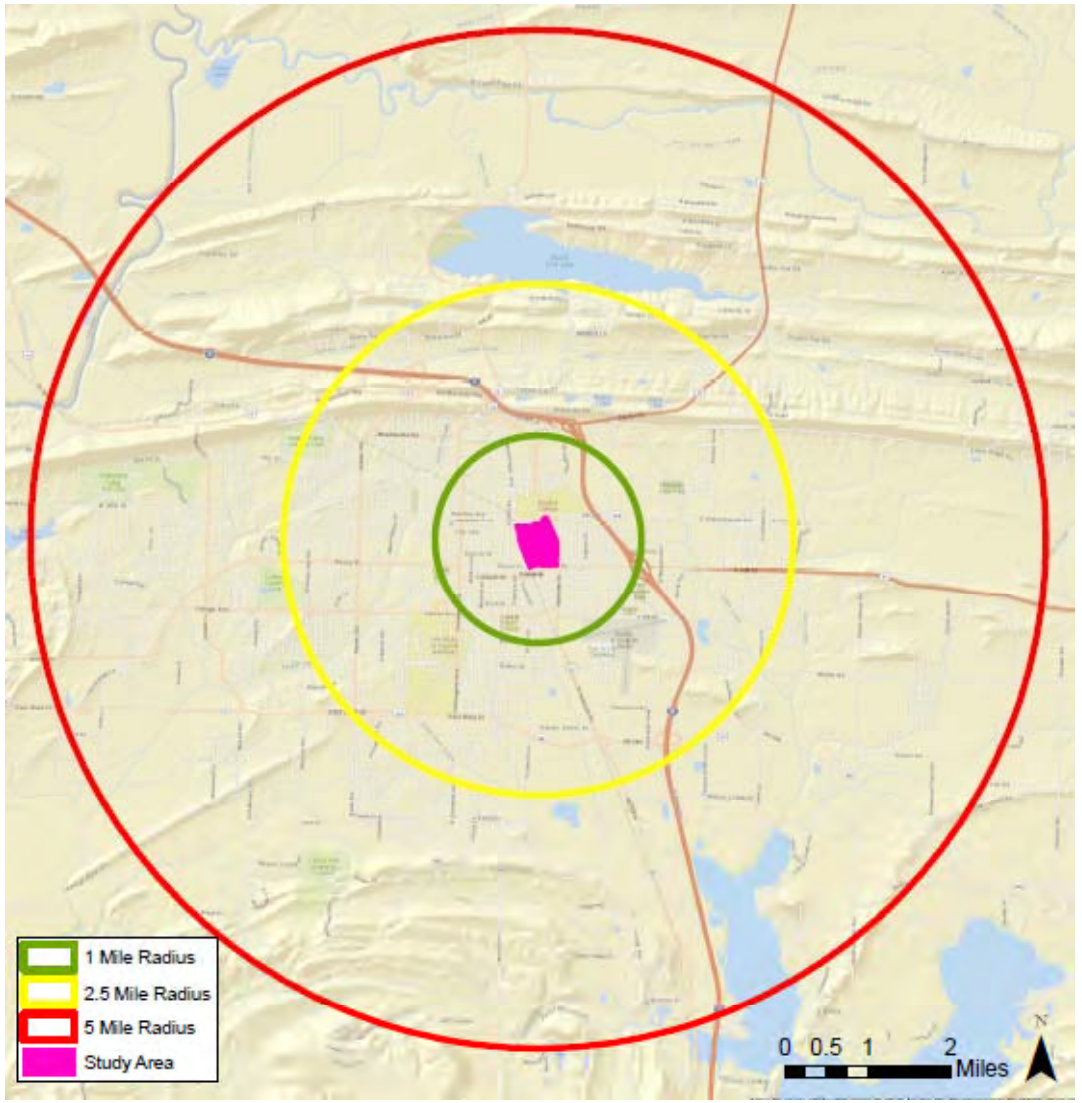
Figure 4.2 Illustration of height to width ratios that create a scale on thoroughfares that is comfortable to people and encourages walking (human scale). Human scale ratios fall between 1:3 and 1:2 as measured from the building fronts. Source: Community, Design + Architecture.

Current Employment in Conway

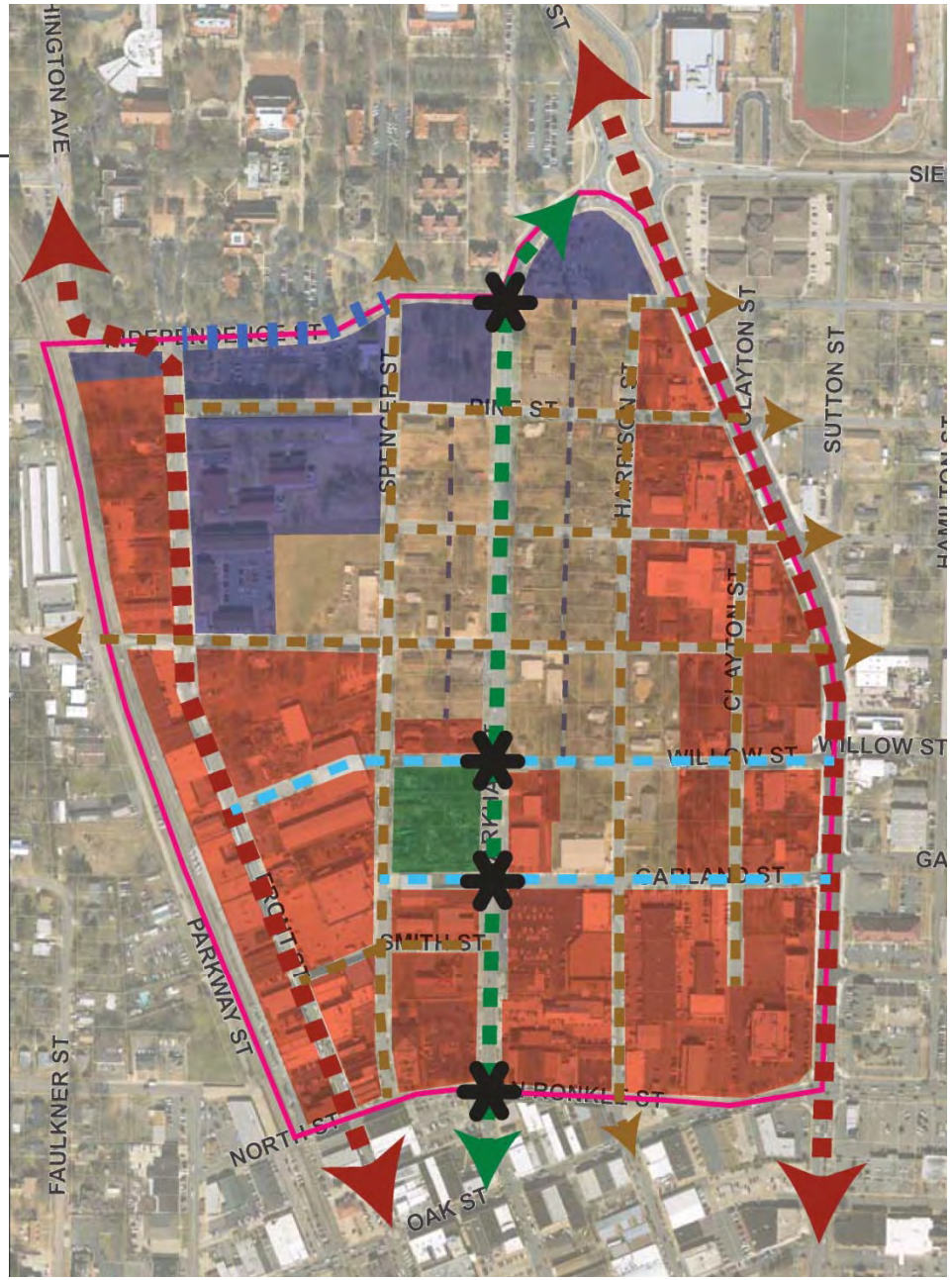
1 Mile:
11 Major Employers – 4,890 Jobs

2.5 Miles:
22 Major Employers – 8,649 Jobs

5 Miles:
39 Major Employers- 18,496 Jobs

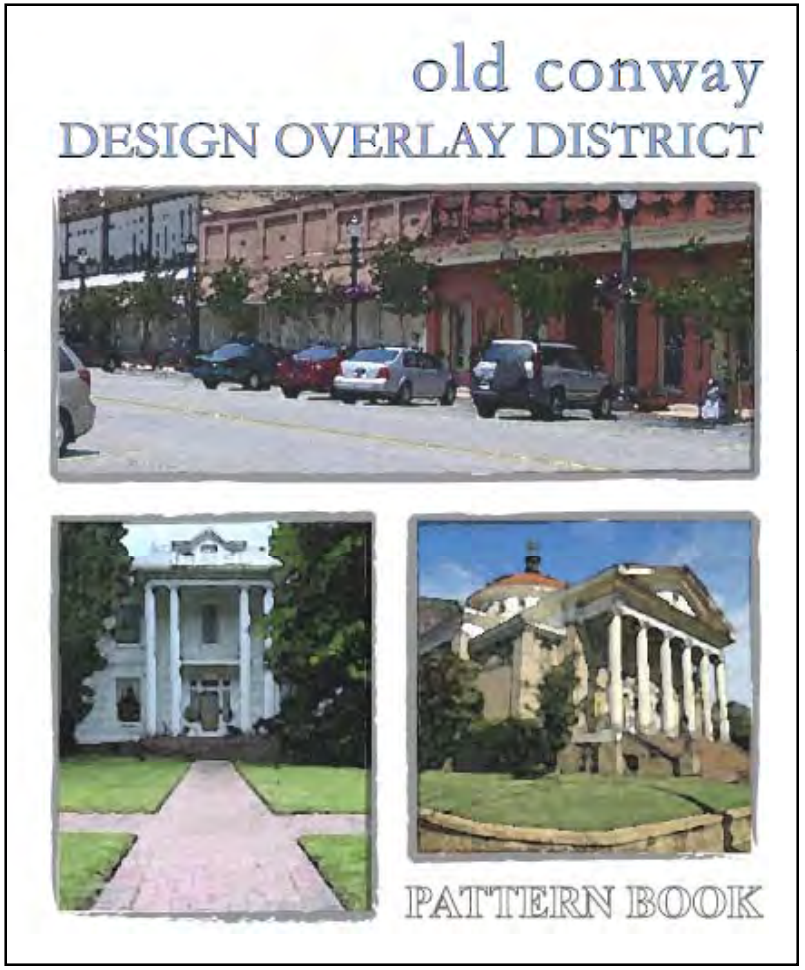


Concept Framework

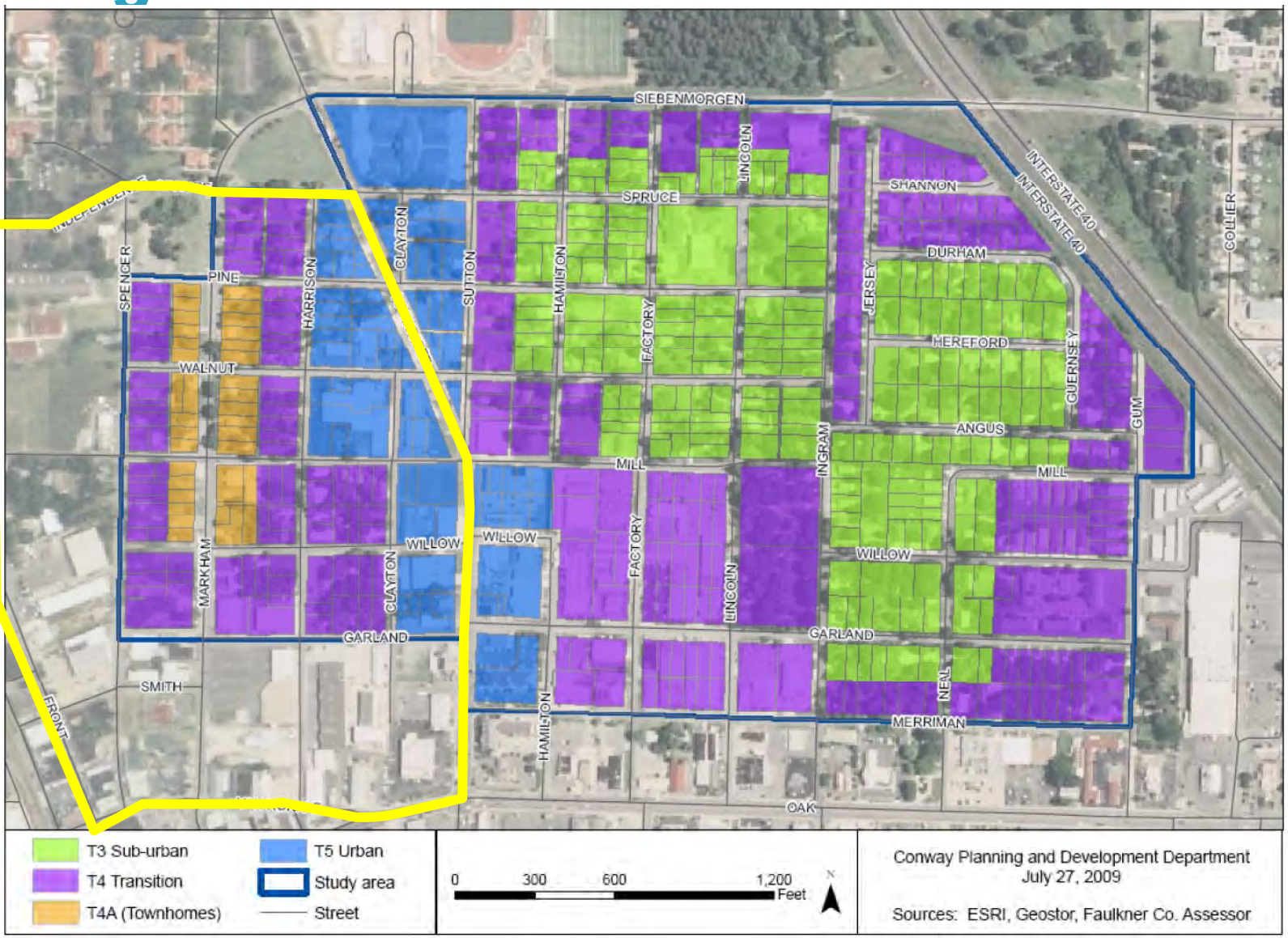


Zoning Framework

- Current Zoning
  - C-1 (south of Garland)
  - Specific Plan Area – Northeast Old Conway Specific Plan Area
  - Old Conway Design Overlay District



Zoning Framework



Zoning Framework

- Existing form-based structure reinforces neighborhood vision
- Refine current character zones to provide flexibility to address market opportunities
- Streamline development review process and process most applications administratively
- Combine zoning and design guidelines to “make it easier to do the right thing”

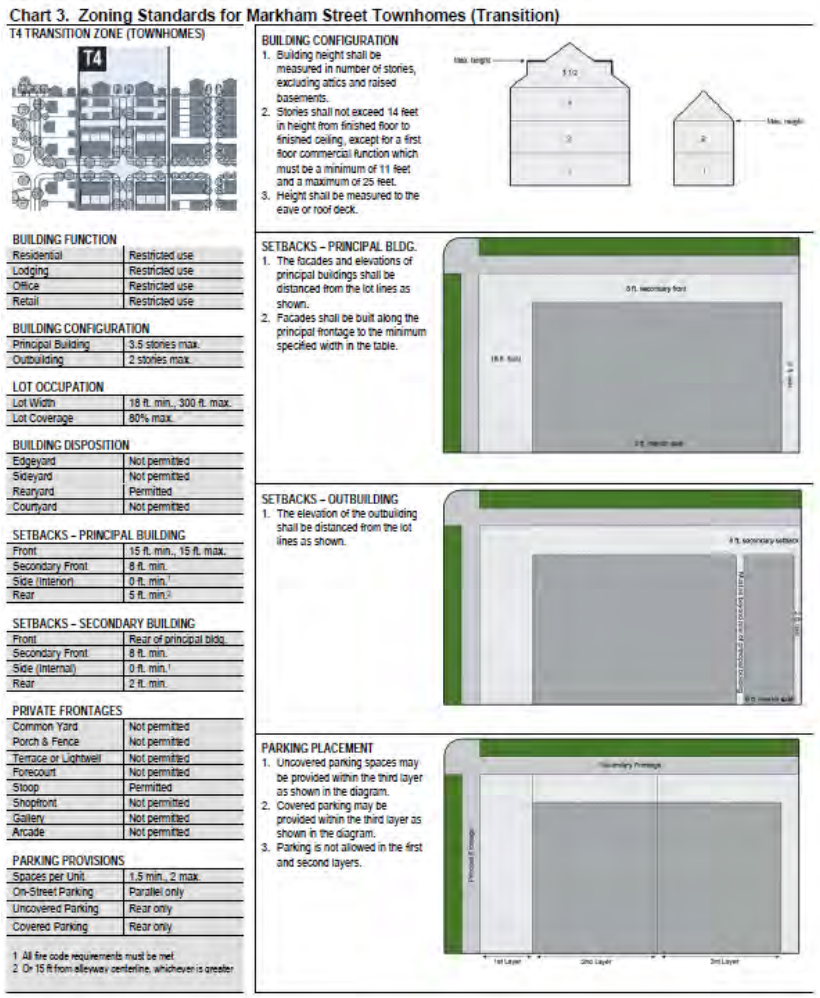


Chart 3. Zoning Standards for Markham Street Townhomes (Transition)

T4 TRANSITION ZONE (TOWNHOMES)

BUILDING FUNCTION	
Residential	Restricted use
Lodging	Restricted use
Office	Restricted use
Retail	Restricted use

BUILDING CONFIGURATION	
Principal Building	3.5 stories max.
Outbuilding	2 stories max.

LOT OCCUPATION	
Lot Width	18 ft. min., 300 ft. max.
Lot Coverage	80% max.

BUILDING DISPOSITION	
Edgeyard	Not permitted
Sideyard	Not permitted
Rearyard	Permitted
Courtyard	Not permitted

SETBACKS – PRINCIPAL BUILDING	
Front	15 ft. min., 15 ft. max.
Secondary Front	8 ft. min.
Side (Interior)	0 ft. min.[1]
Rear	5 ft. min.[2]

SETBACKS – SECONDARY BUILDING	
Front	Rear of principal bldg.
Secondary Front	8 ft. min.
Side (Internal)	0 ft. min.[1]
Rear	2 ft. min.

PRIVATE FRONTAGES	
Common Yard	Not permitted
Porch & Fence	Not permitted
Terrace or Lightwell	Not permitted
Forecourt	Not permitted
Stoop	Permitted
Shopfront	Not permitted
Gallery	Not permitted
Arcade	Not permitted

PARKING PROVISIONS	
Spaces per Unit	1.5 min., 2 max.
On-Street Parking	Parallel only
Uncovered Parking	Rear only
Covered Parking	Rear only

1 All fire code requirements must be met
2 Or 15 ft from alleyway centerline, whichever is greater

BUILDING CONFIGURATION

1. Building height shall be measured in number of stories, excluding attics and raised basements.
2. Stories shall not exceed 14 feet in height from finished floor to finished ceiling, except for a first floor commercial function which must be a minimum of 11 feet and a maximum of 25 feet.
3. Height shall be measured to the eave or roof deck.

SETBACKS – PRINCIPAL BLDG.

1. The facades and elevations of principal buildings shall be distanced from the lot lines as shown.
2. Facades shall be built along the principal frontage to the minimum specified width in the table.

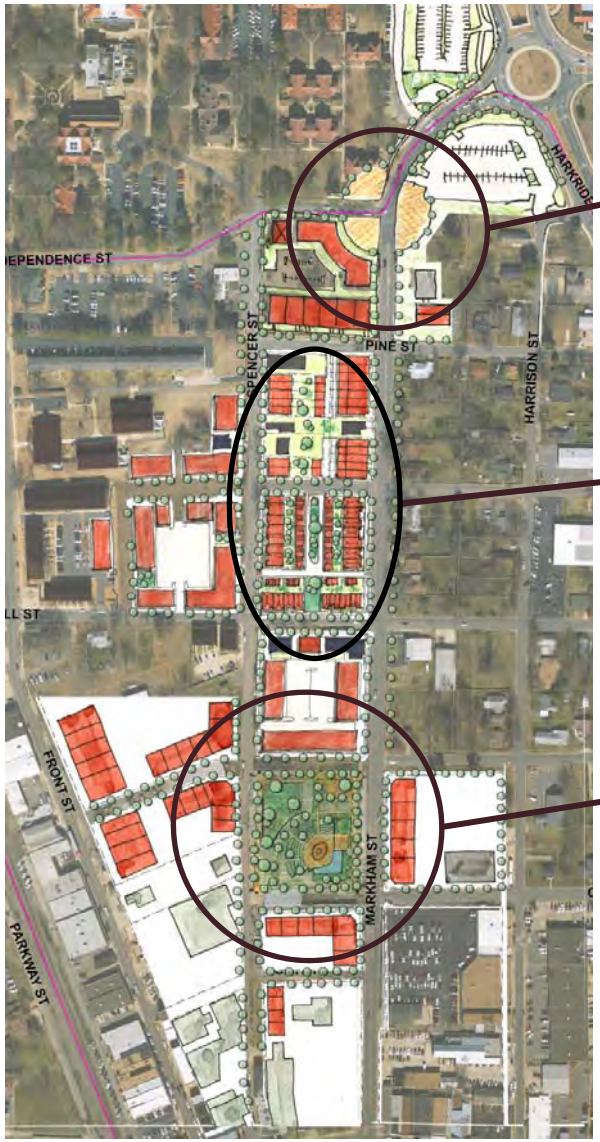
SETBACKS – OUTBUILDING

1. The elevation of the outbuilding shall be distanced from the lot lines as shown.

PARKING PLACEMENT

1. Uncovered parking spaces may be provided within the third layer as shown in the diagram.
2. Covered parking may be provided within the third layer as shown in the diagram.
3. Parking is not allowed in the first and second layers.

Conceptual Design



Catalytic Site 1 – Improved Intersection

Appropriate Infill Opportunities

Catalytic Site 2 – Public Space improvement and adjacent development

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

Catalytic Site 1 Concept

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

Catalytic Site 1 Concept

Improved Crossing and Intersection plaza space to enhance visibility of pedestrians and slow drivers down

Utilize a strong building frontage to act as an entry point to the Markham Neighborhood

Appropriately scaled development to help establish the neighborhood vision

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

Infill Concept

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

Infill Concept

Markham and side street improvements to enhance a neighborhood feel

Respect for the existing homes and businesses that wish to remain

Open air drainage is possible while still creating effective access to garages and services

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

Catalytic Site 2 Concept

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

Catalytic Site 2 Concept

Frontage along the public space helps frame in the space and makes the area more comfortable and safe.

Urban relationship of the buildings to the street

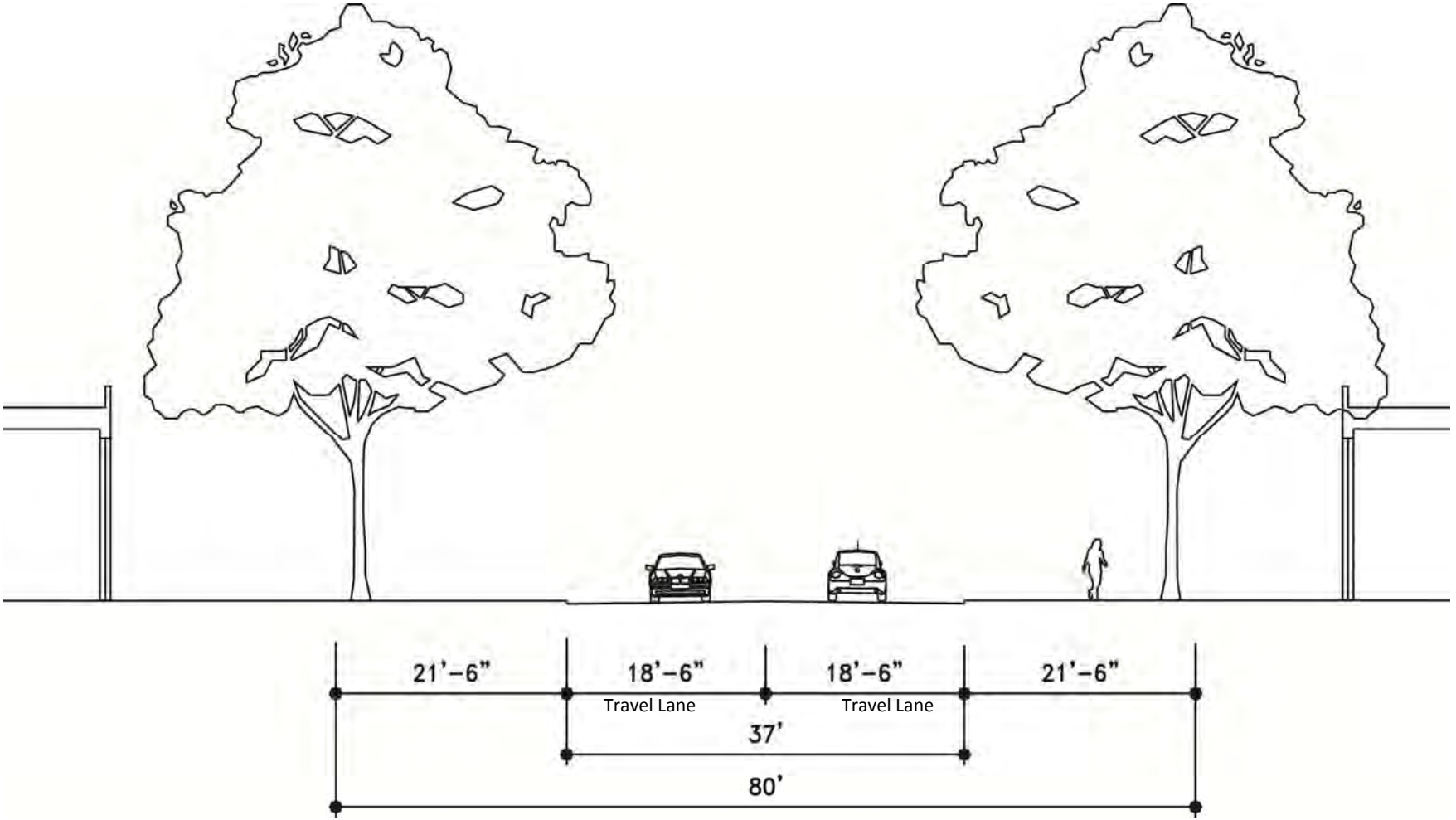
Screening of existing parking with short vegetation or liner buildings help create a better walking environment

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

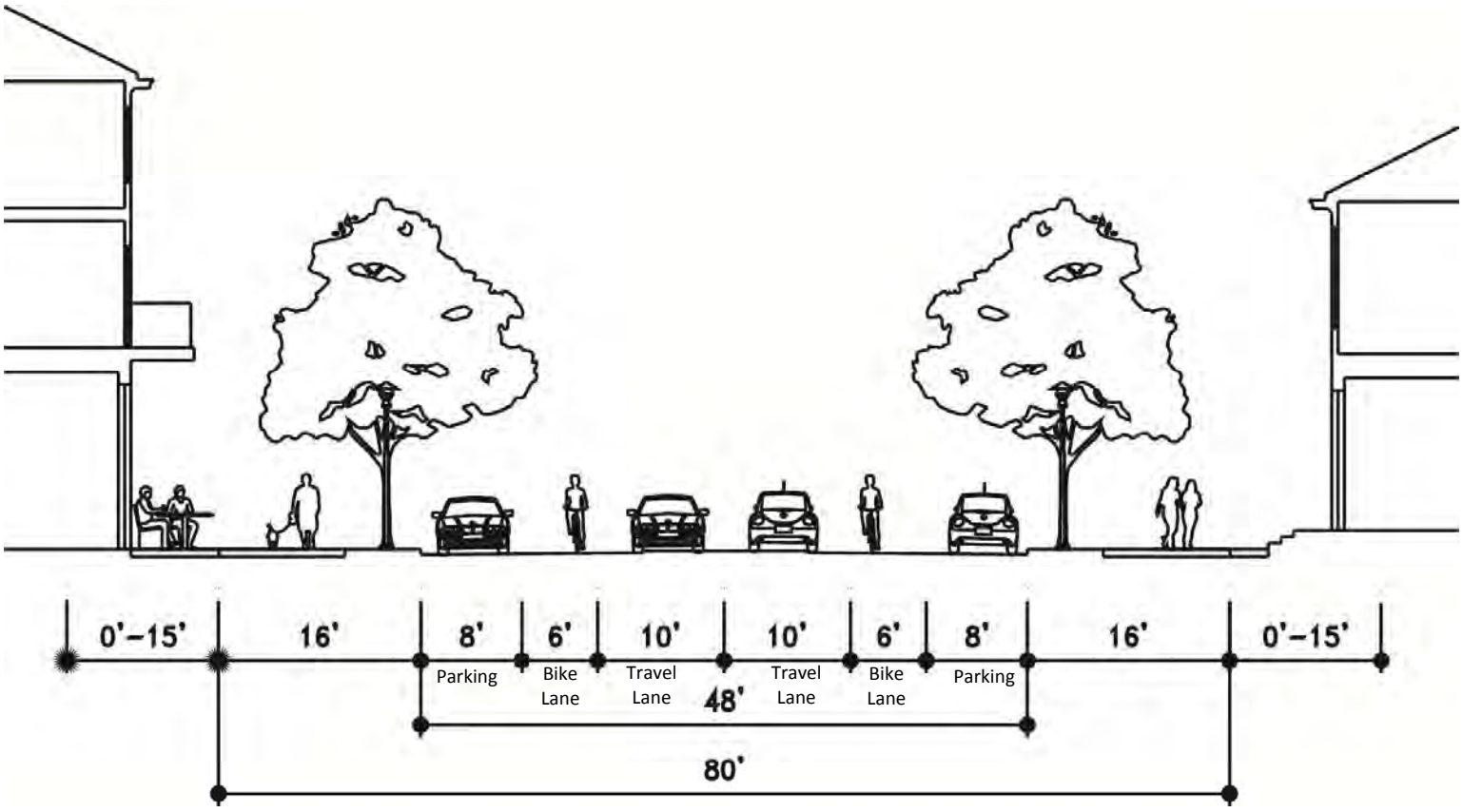
Housing Considerations

- Opportunities for existing residents of the area.
- New residential
  - Goals
  - What?
  - How?

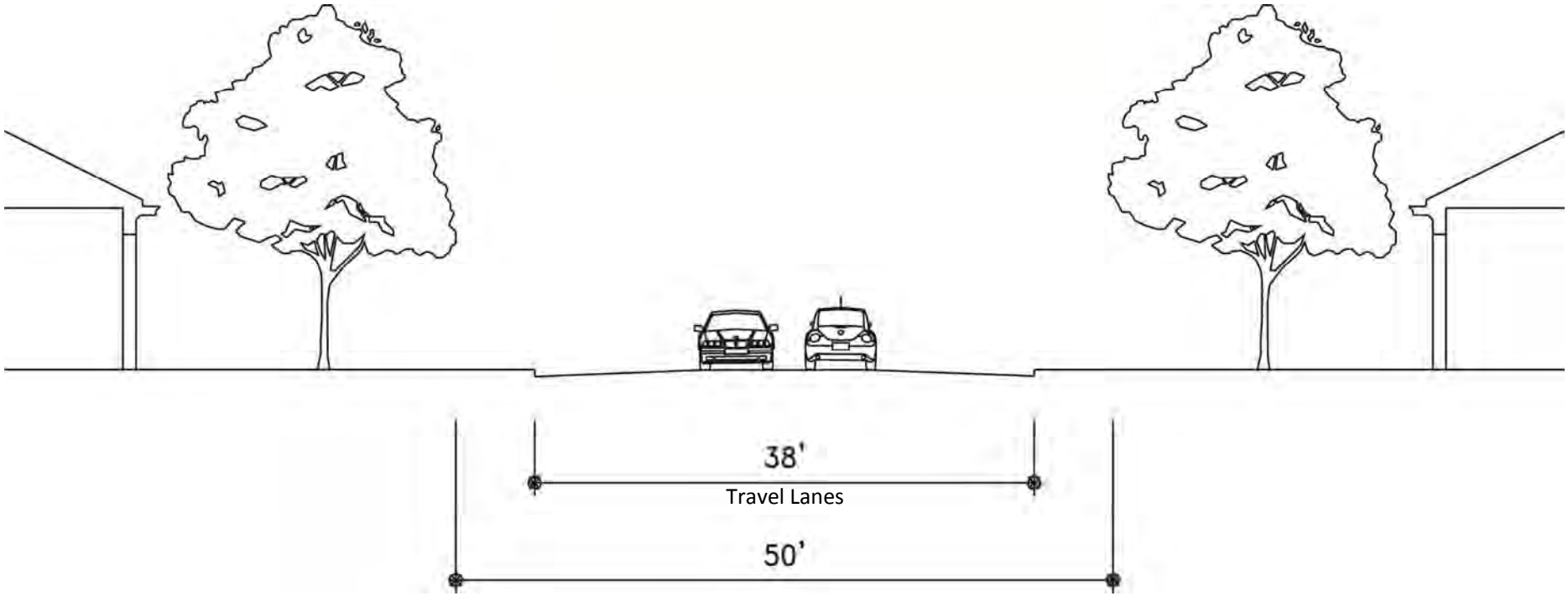
Existing Markham Street



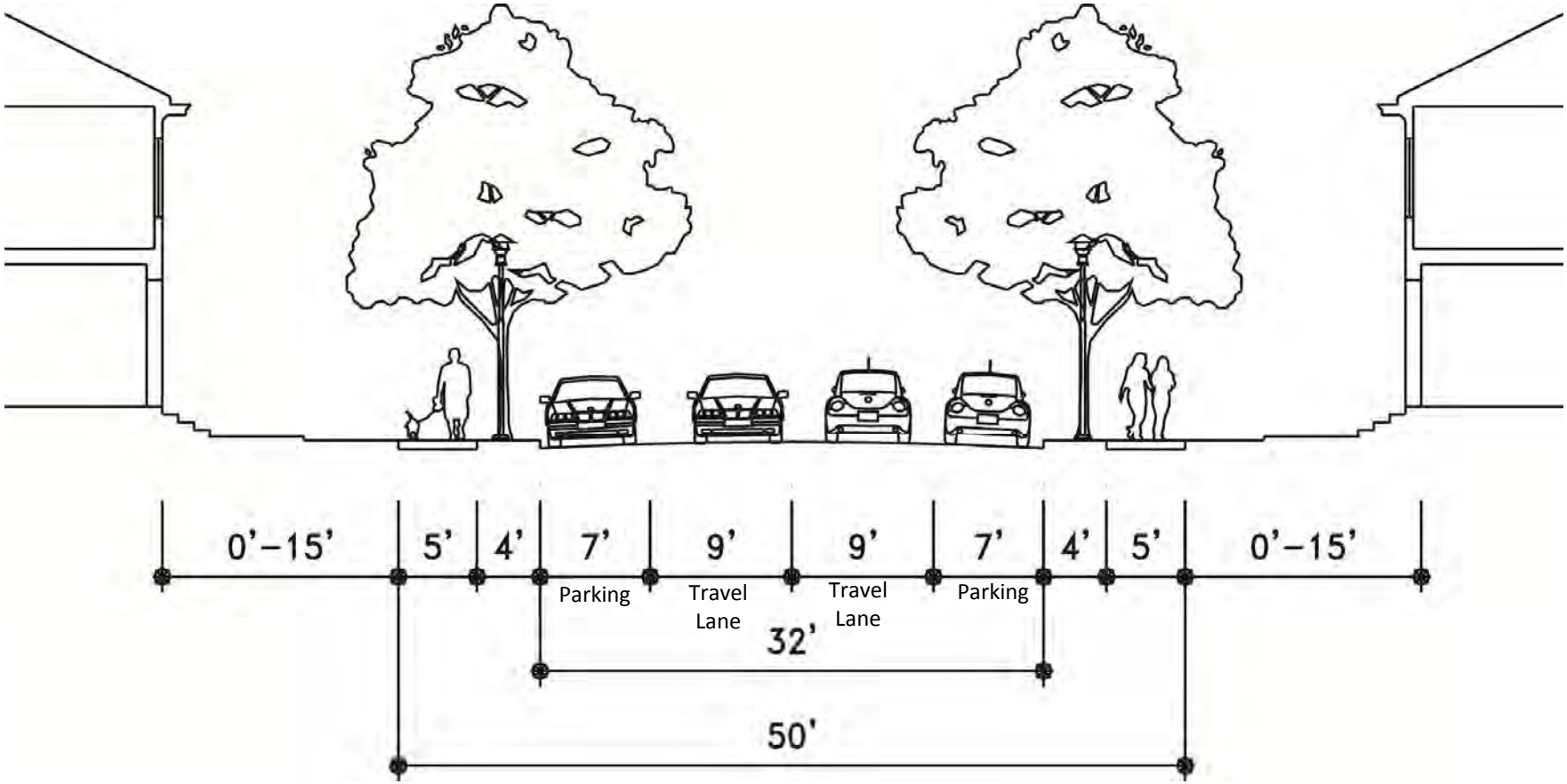
Proposed Markham Street



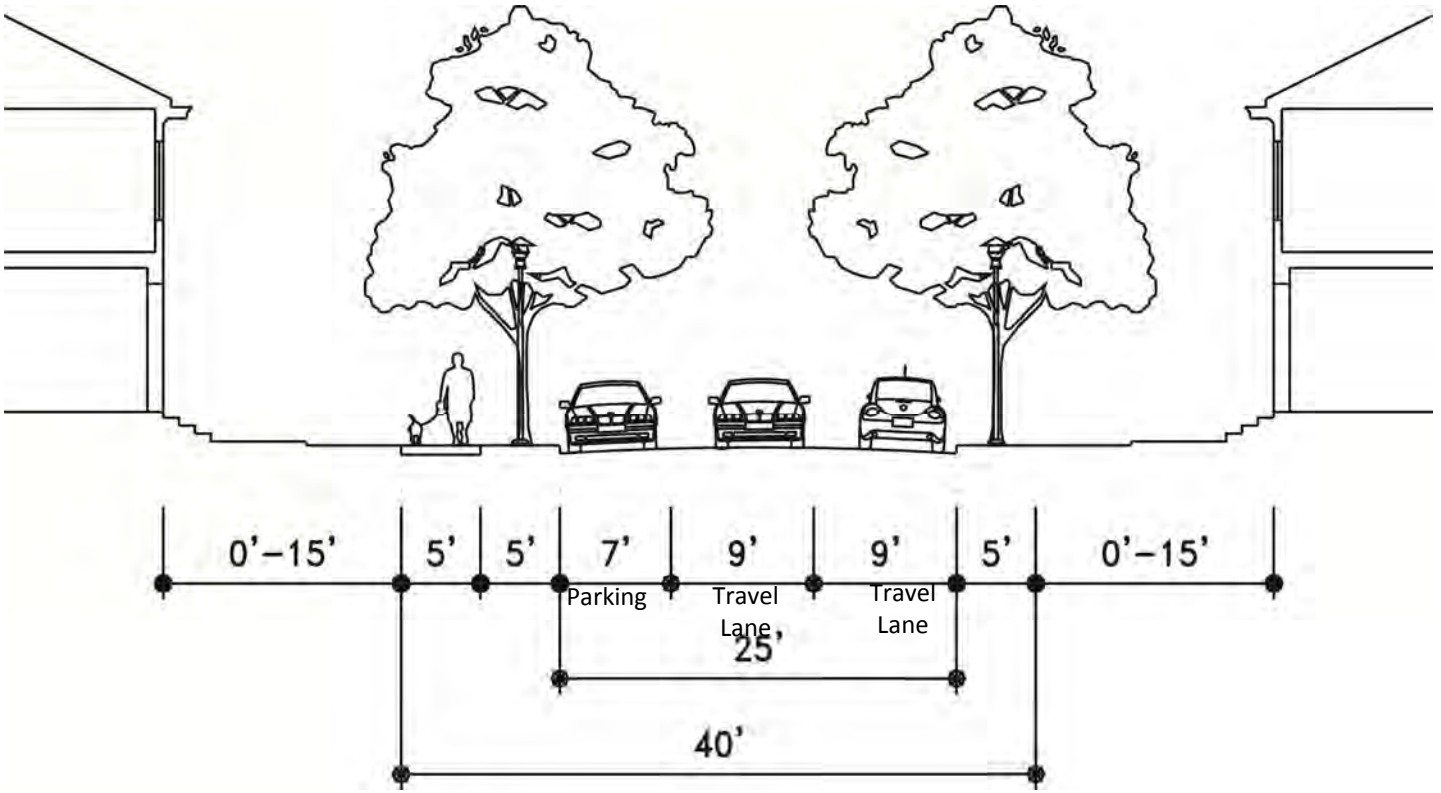
Existing Side Streets - Generally



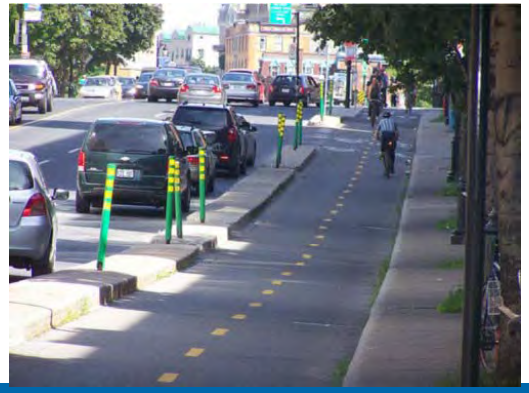
Proposed Mill Street

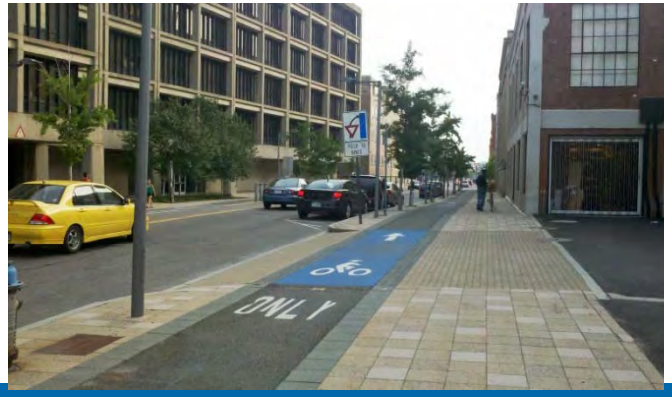


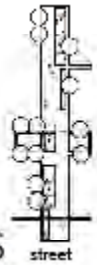
Proposed Walnut Street



Complete Streets





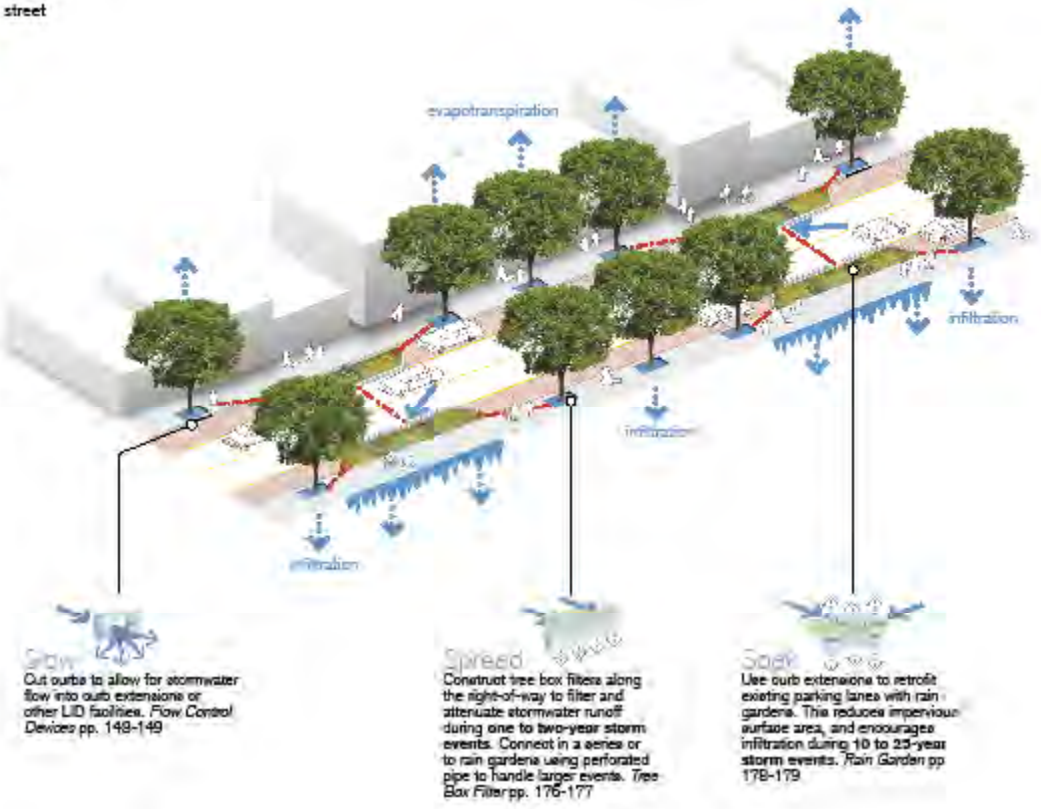


Skinny Streets

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

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

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



Physical and Economic Impacts of Street Trees

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

Designing for Urban Trees

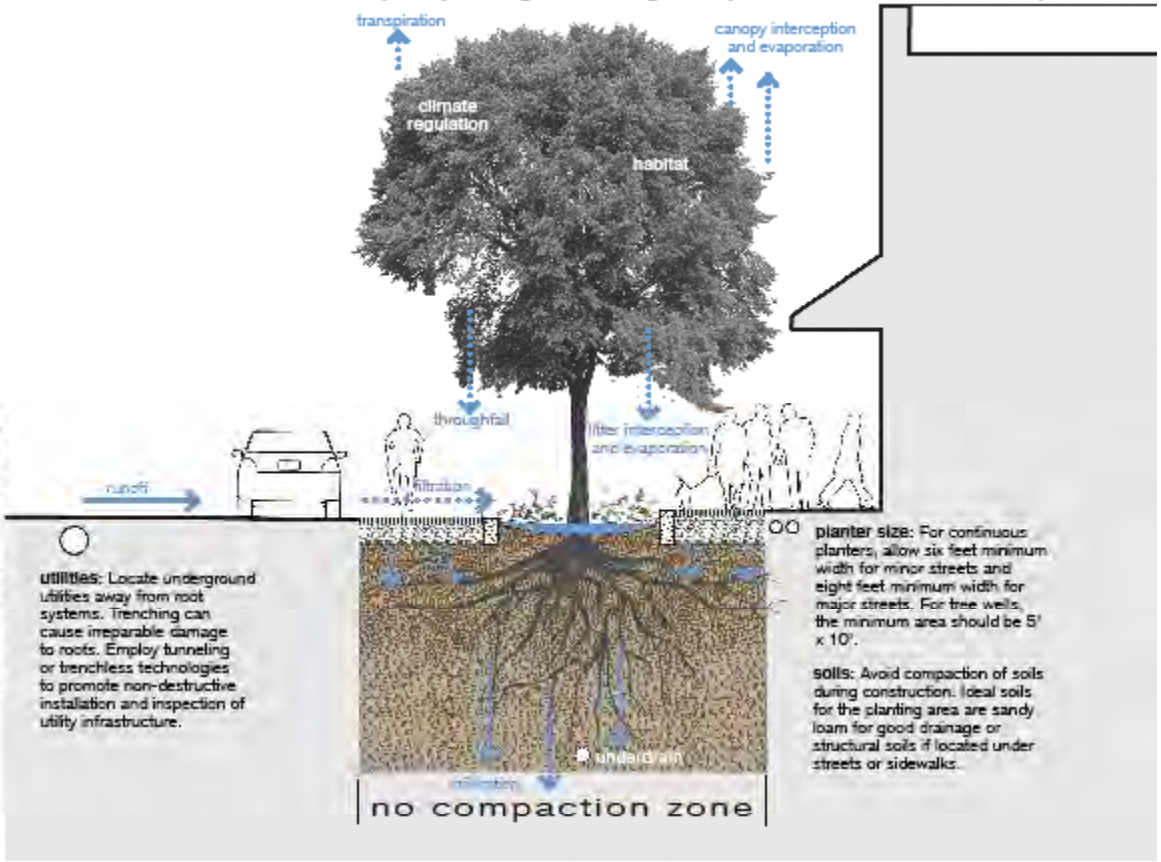
Streets should be designed to accommodate tree root growth—the most critical factor in implementing tree lined streets.

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

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

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

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



Green Infrastructure

Green Infrastructure

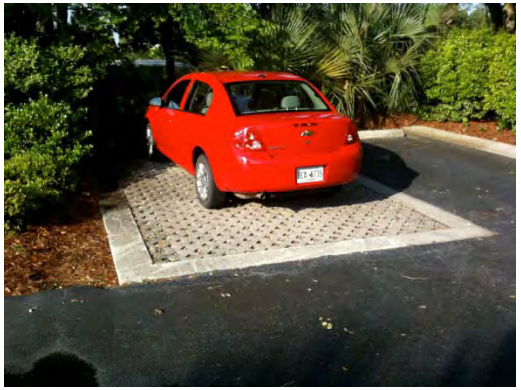
12th Avenue -Portland,OR - Photo by City of Portland, Environmental Services

Green Infrastructure: Local Precedent

Context-Appropriate Water Quality BMPs

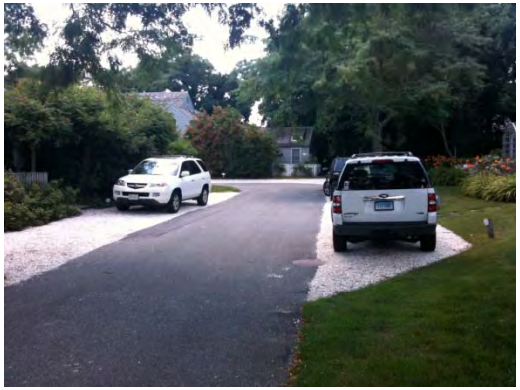
Photo: Paul Iorio

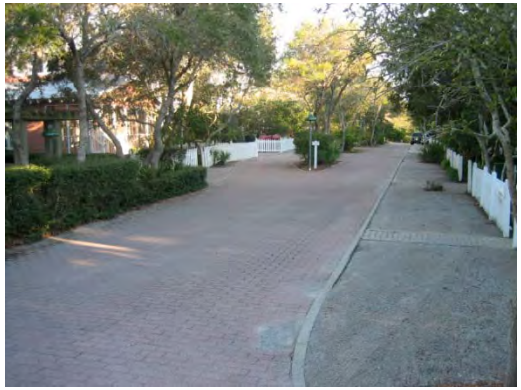
Context-Appropriate Permeable Pavement



Context-Appropriate Permeable On-Street Parking

Photo: Josh Martin





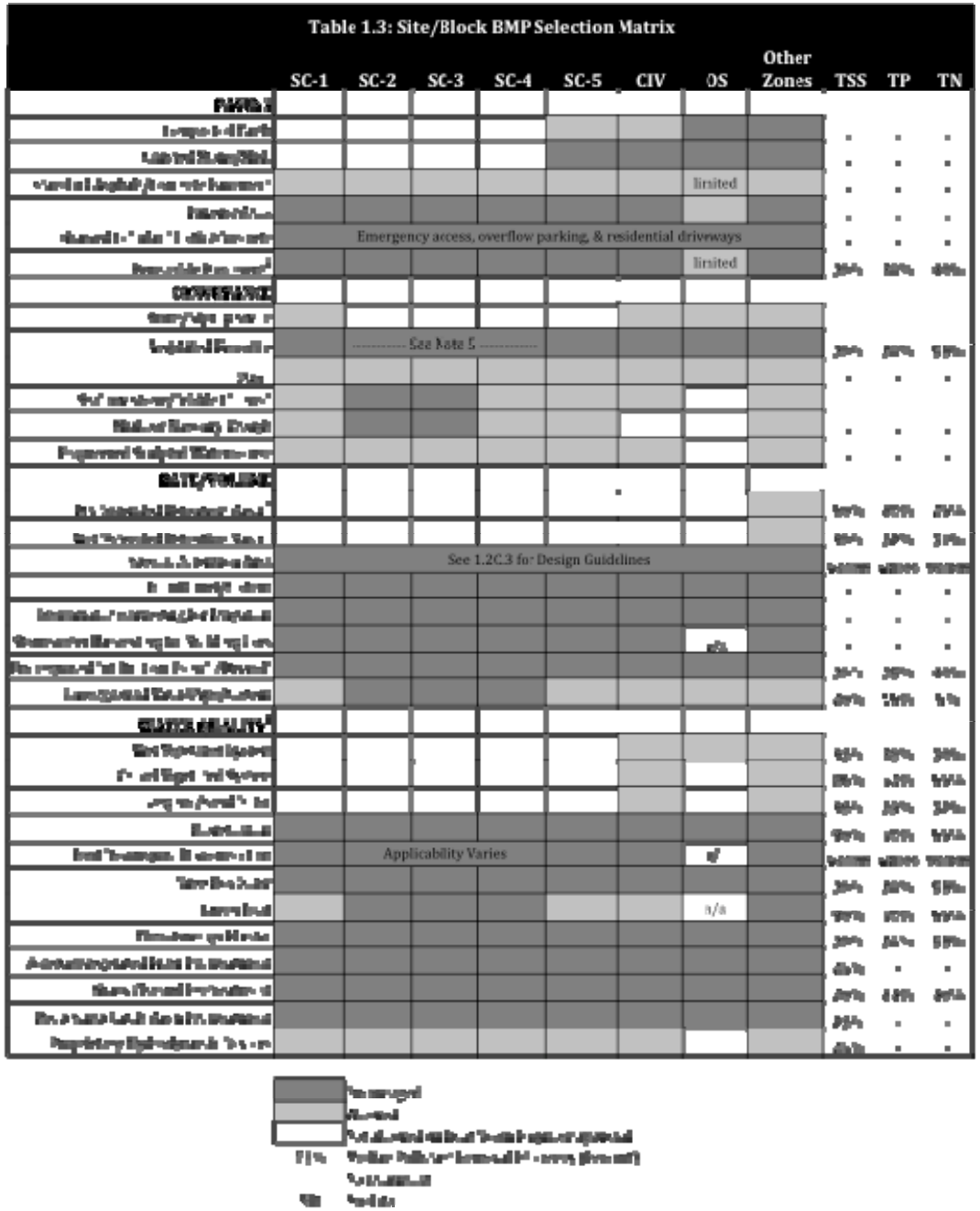
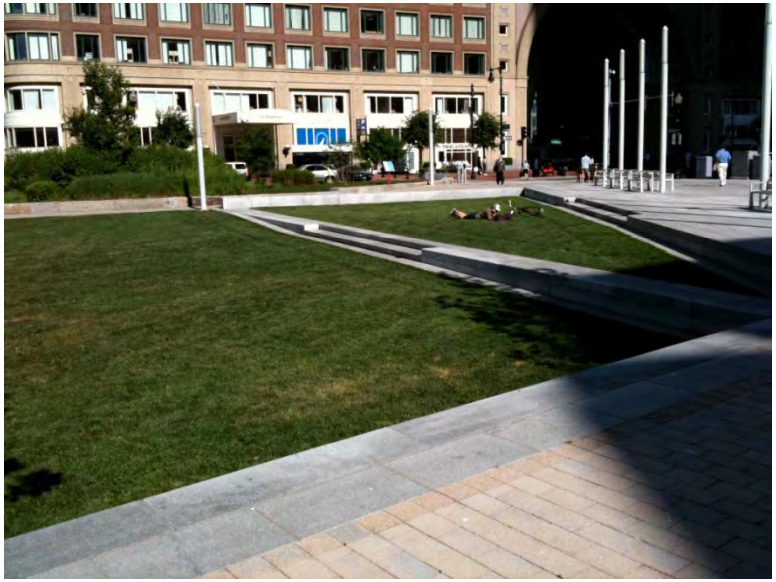


Table 1.3: Site/Block BMP Selection Matrix
SC-1
SC-2
SC-3
SC-4
SC-5
CIV
OS
Other Zones
TSS
TP
TN
limited
Emergency access, overflow parking, & residential driveways
limited
See Note 5
See 1.2C.3 for Design Guidelines
Applicability Varies
n/a

Neighborhood Scale Flood Control

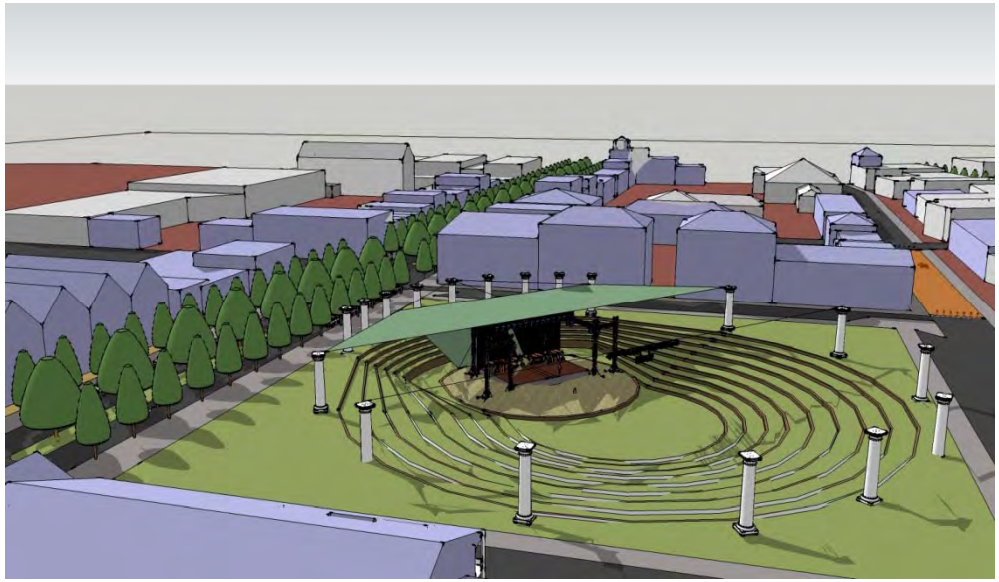


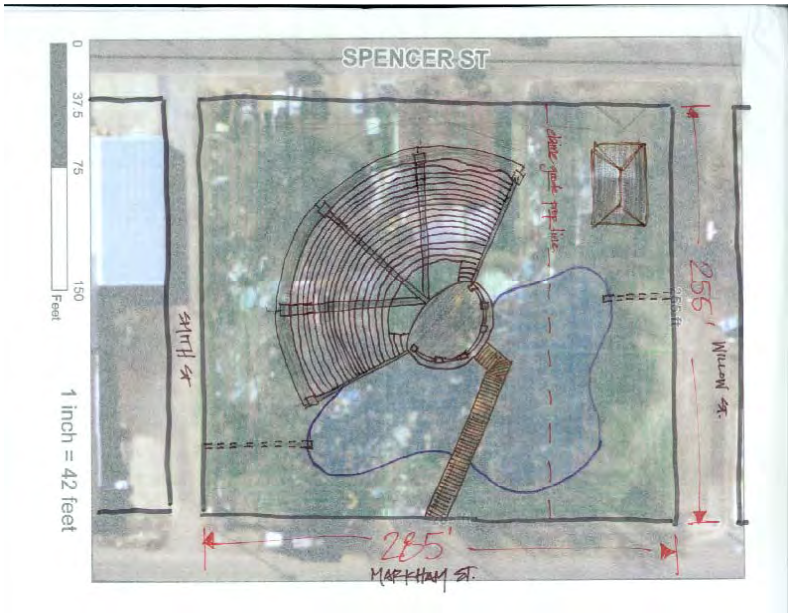

18"RCP
1.1ACRE
1.1ACRE
12"RCP
2.8X1.
SMITH STREET
CER STREET
LARKHAM STREET

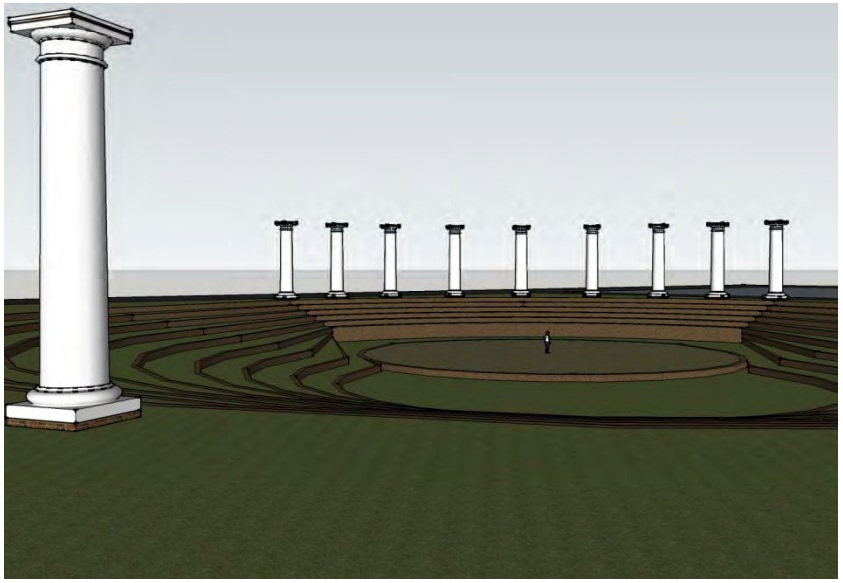
Scrapyard Site Planning

1. Build on existing progress
2. Integrate environmental cleanup requirements into design of a vibrant public park
3. Use amphitheater for short-term flood control for infrequent large storm events
4. Break space into distinct programmable spaces – “outdoor rooms”
5. Use Green Infrastructure practices upstream to reduce “end of pipe” mitigation requirements
6. Integrate Green Infrastructure practices within park to filter localized stormwater runoff
7. Depth to shale and existing culvert may drive design

Previous Planning & Design

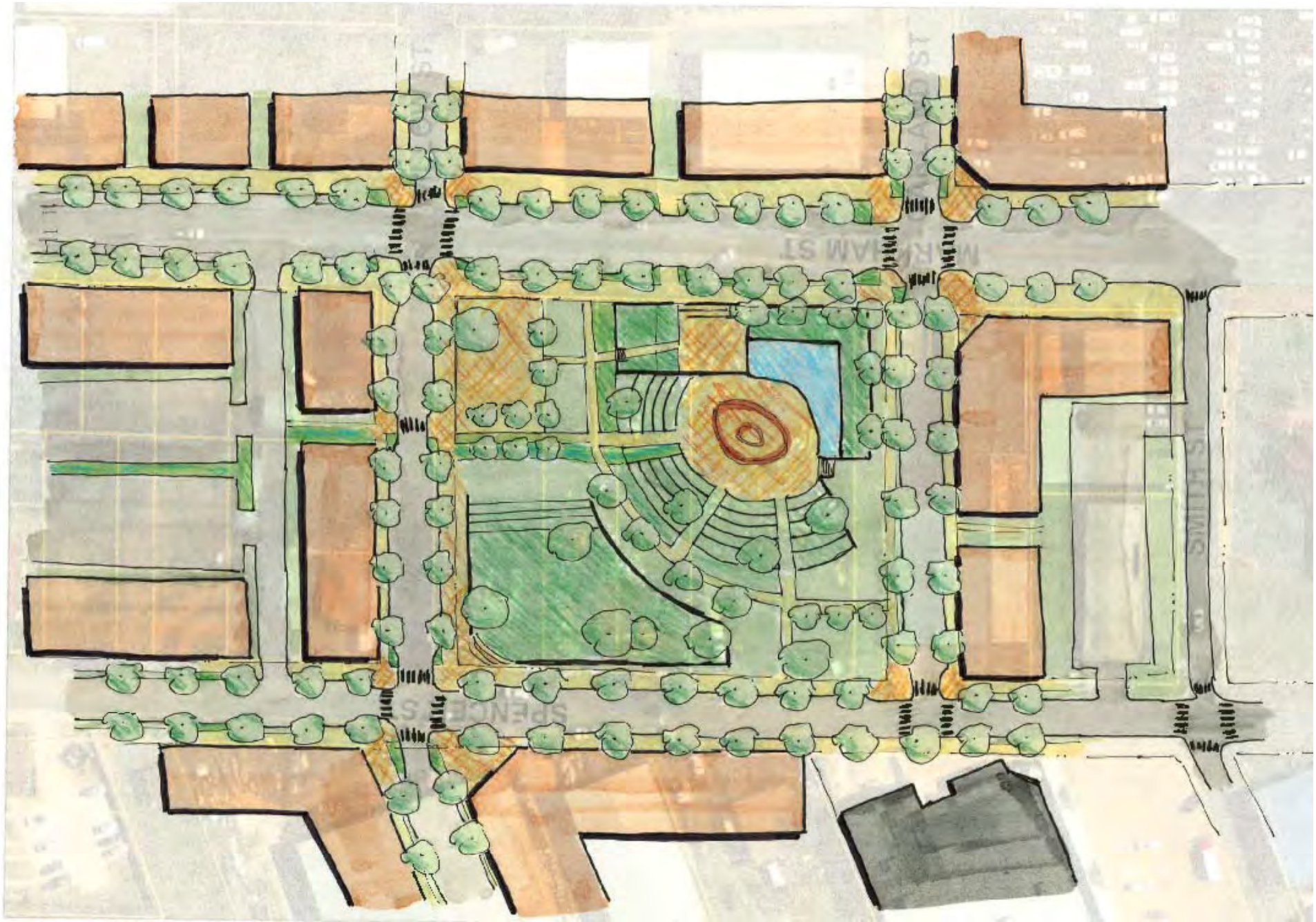


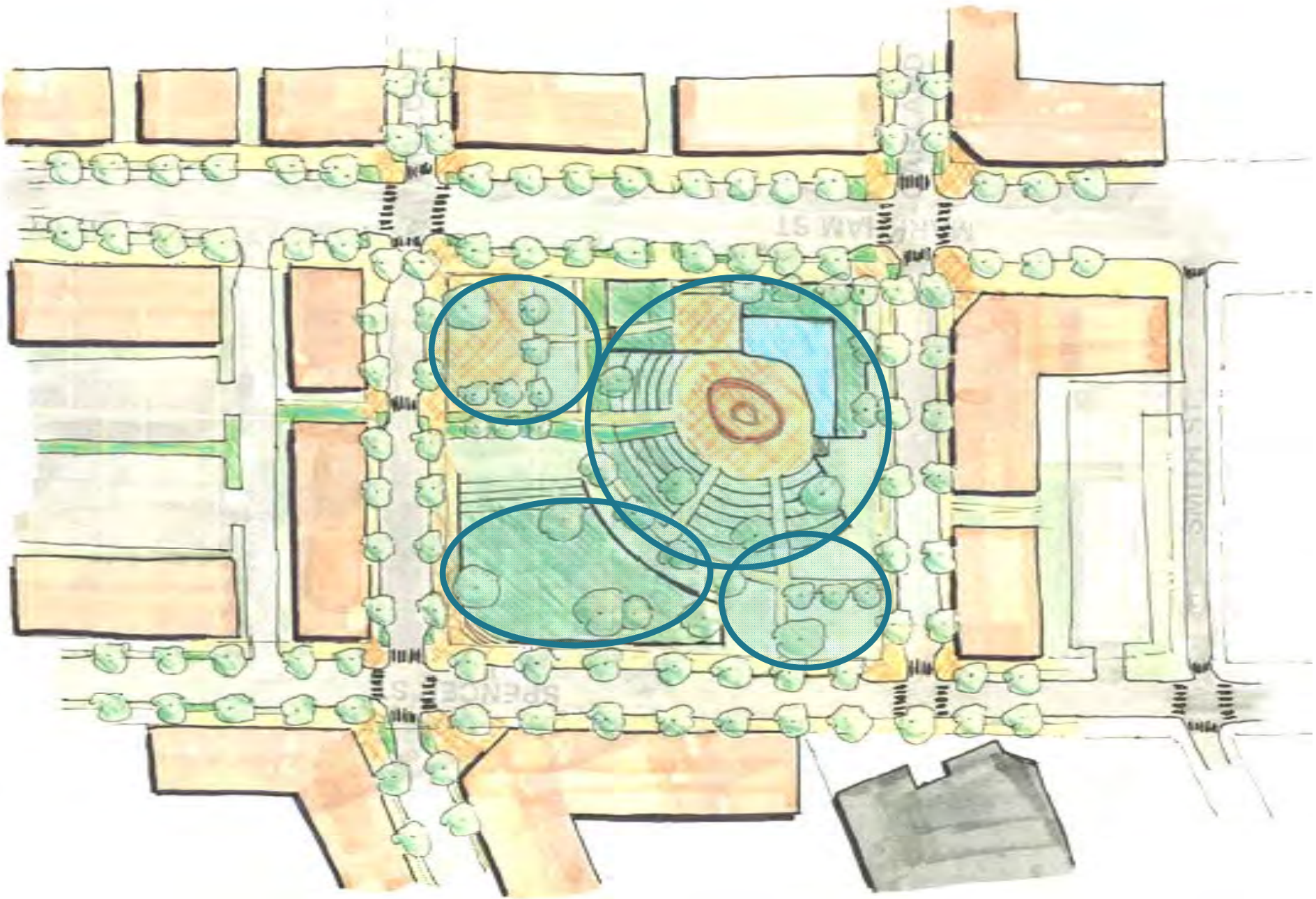


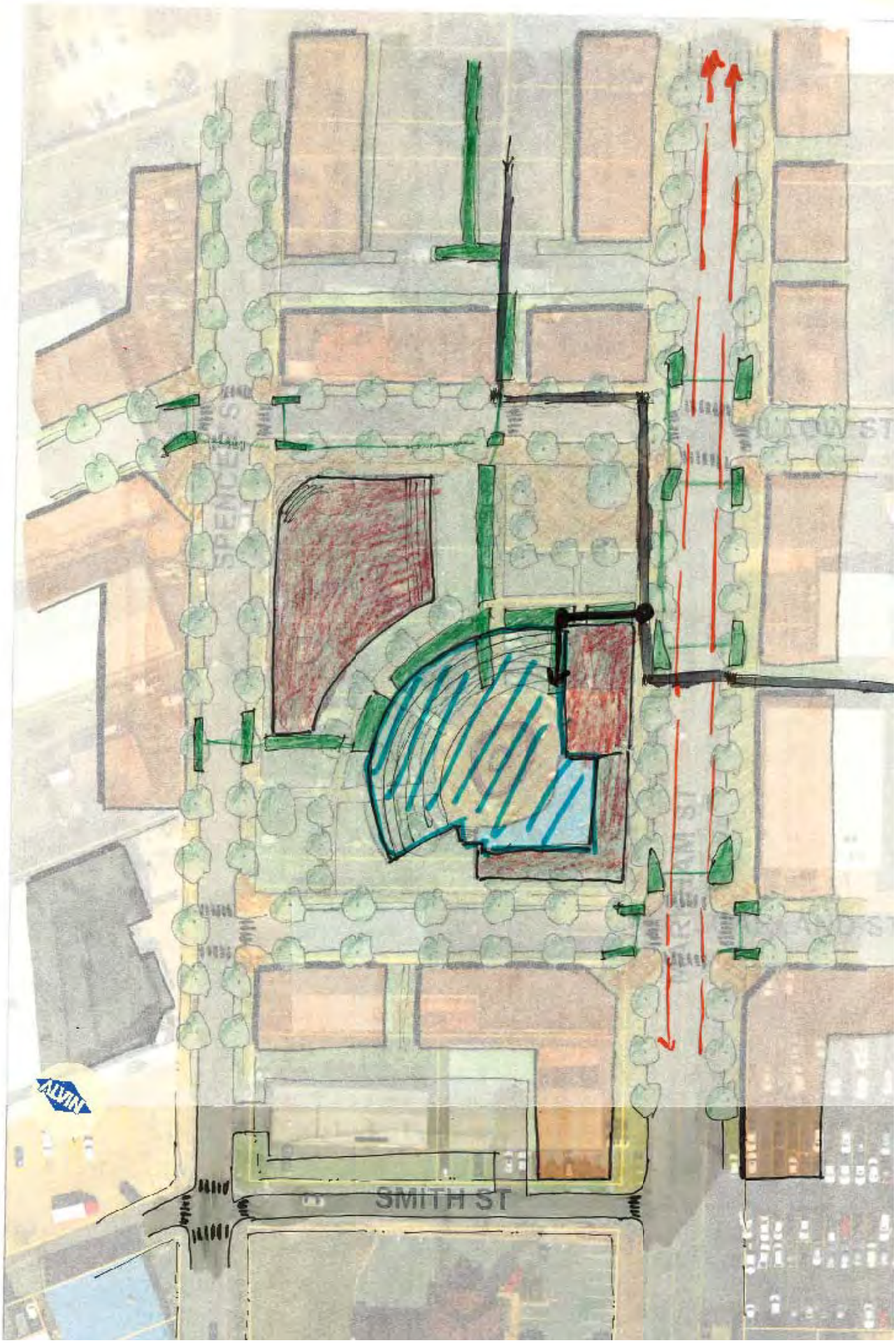


Amphitheater Precedent

Active Public Space






SMITH ST

Markham Street Enables Regional Connections

- Current traffic counts are between 4,000 and 7,000.
- **Markham Street will provide the best connection** from Hendrix College and the Village at Hendrix to downtown Conway businesses.
- Will provide key connections for pedestrians and bicyclists that do not currently exist between downtown and residential neighborhoods
- Redesign will improve safety for travelers using all modes.
- Effective redesign of the Markham Street corridor would serve as a positive example for other corridors throughout the Central Arkansas region.

Next Steps

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

- Additional Comments or Questions:
  - Scott Grummer, City of Conway

    Email: Scott.Grummer@cityofconway.org

    *Phone: (*501) 450-6105 ext. 3724

More Info: www.imaginecentralarkansas.org

JUMP START INITIATIVE

Planning for Sustainable Growth

Conway's Markham Street Area – Council Work Session Briefing

October 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.

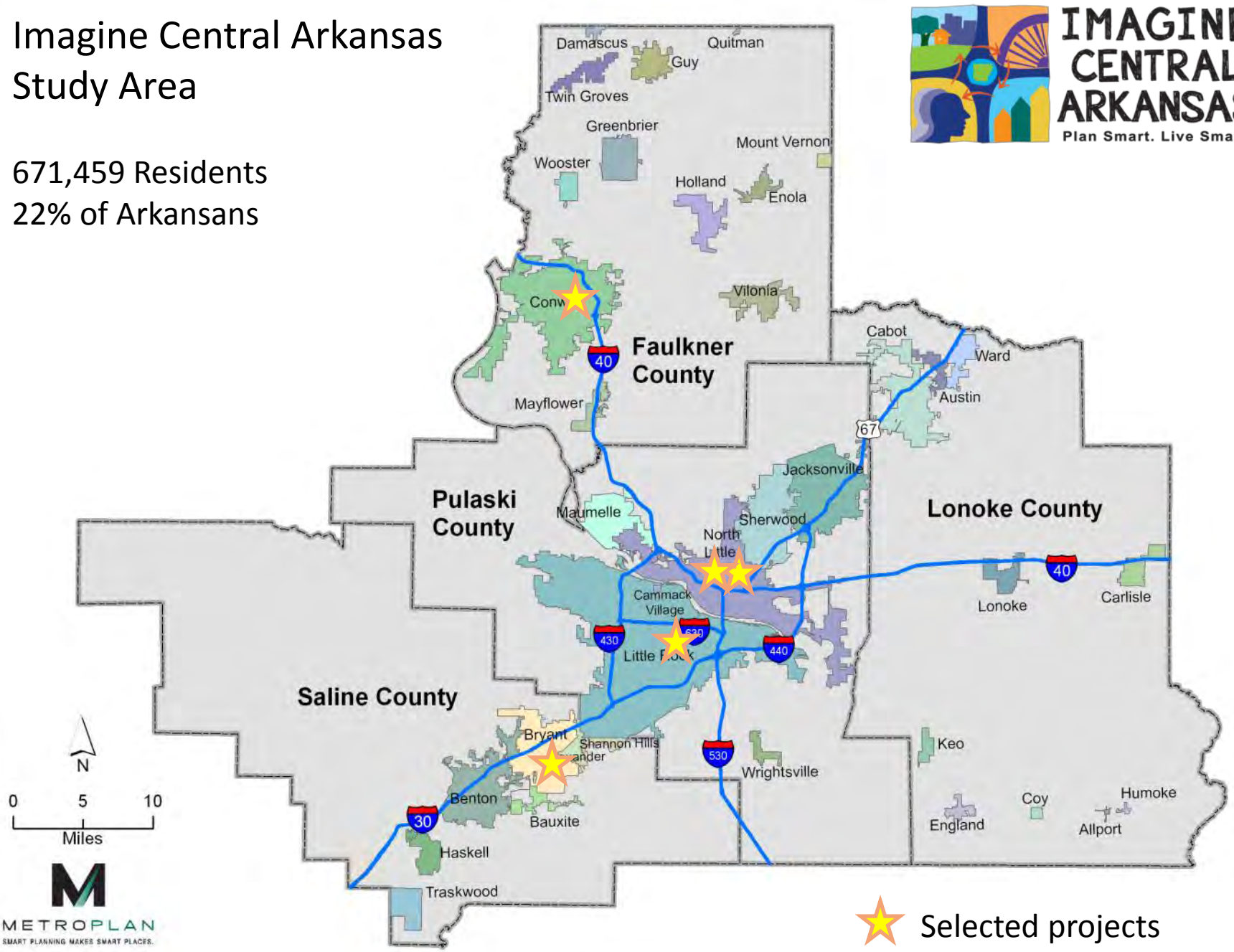
IMAGINE CENTRAL ARKANSAS
Plan Smart. Live Smart.

Tonight's Presentation

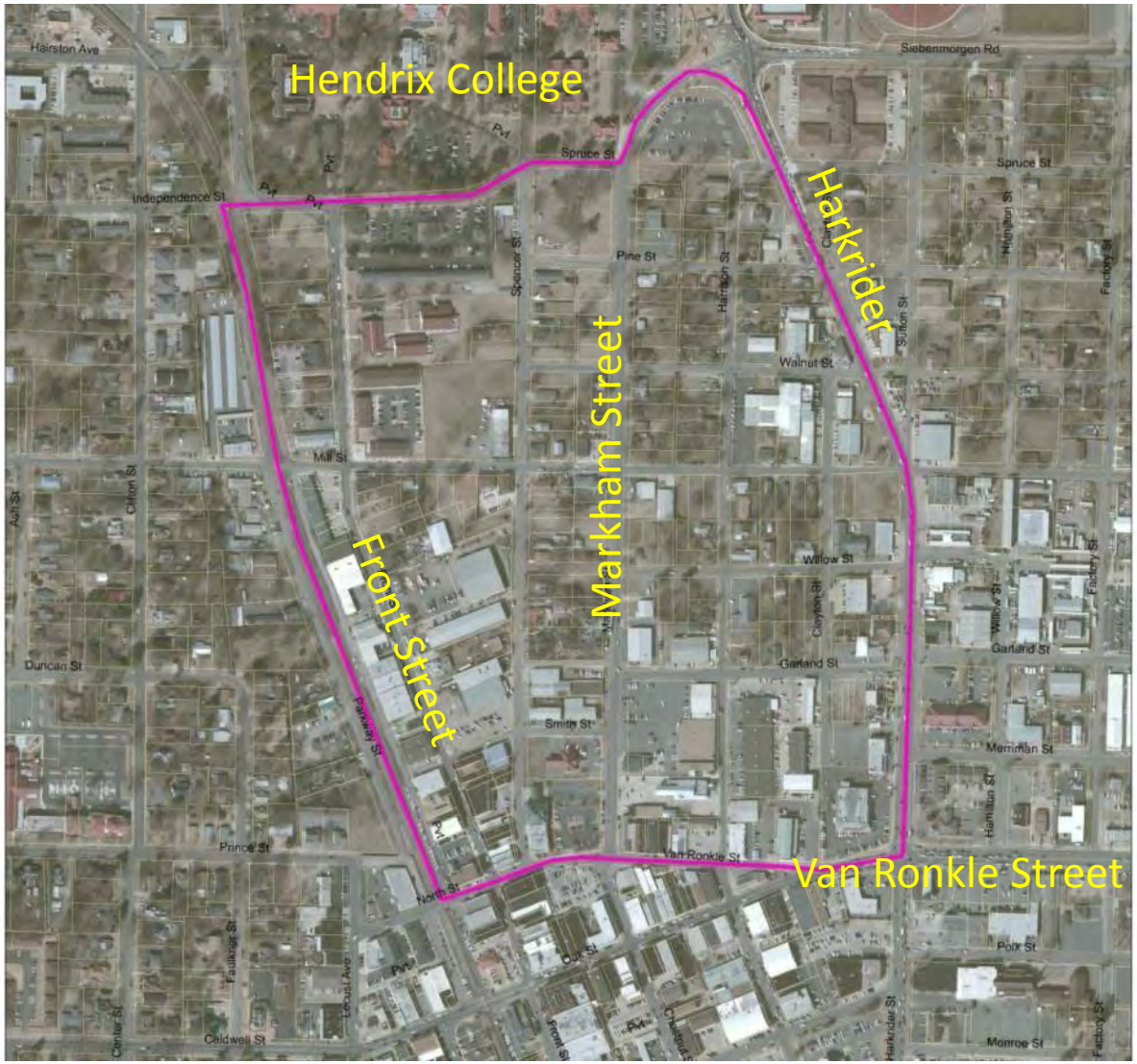
- Where We've Been
- Conceptual Development Plan
  - Framework Plan
  - Conceptual Design Plans
  - Street/Infrastructure Design
  - Market and Feasibility
- Implementation Strategies Summary
- Zoning Refinement Summary
- Next Steps Process

Imagine Central Arkansas Study Area

671,459 Residents
22% of Arkansans



Study Area


Hendrix College
Harkrider
Markham Street
Front Street
Van Ronkle Street
Harrison Ave
Siebenmorgen Rd
Spruce St
Independence St
Pine St
Walnut St
Mill St
Willow St
Garland St
Smith St
Prince St
Van Ronkle St
North St
Caldwell St
Monroe St
Polk St
Duncan St
Merriman St


The Patio Cafe
Something Brewing
ESPRESSO
LATTE

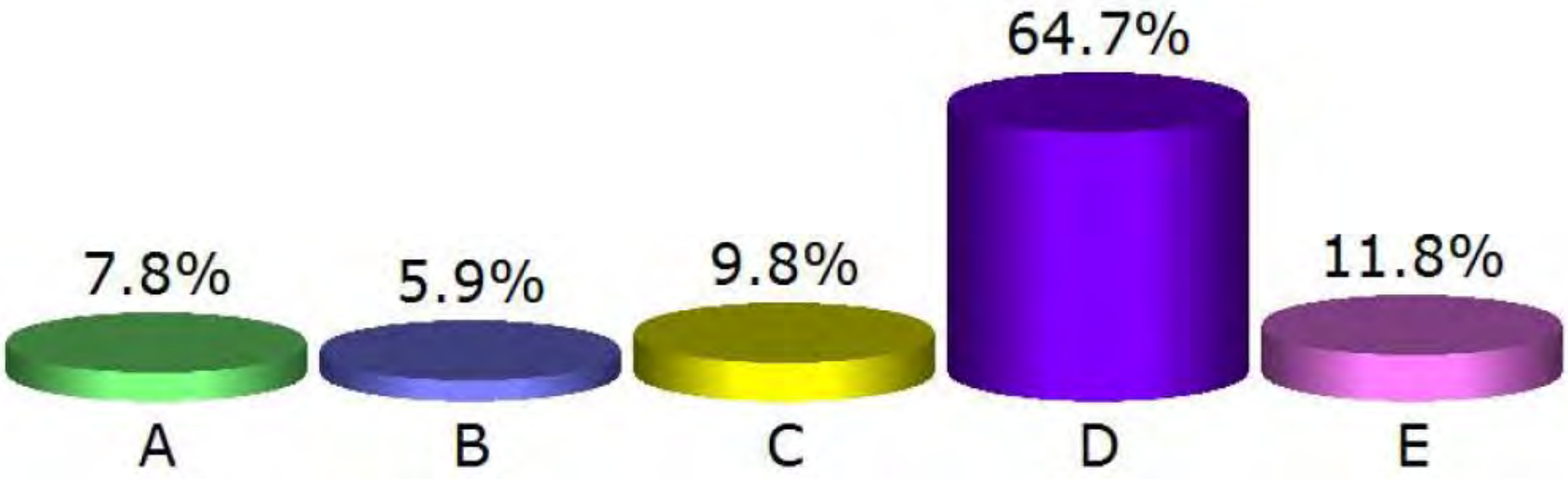

INFANTRY

December Visioning Meeting

Survey Results

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

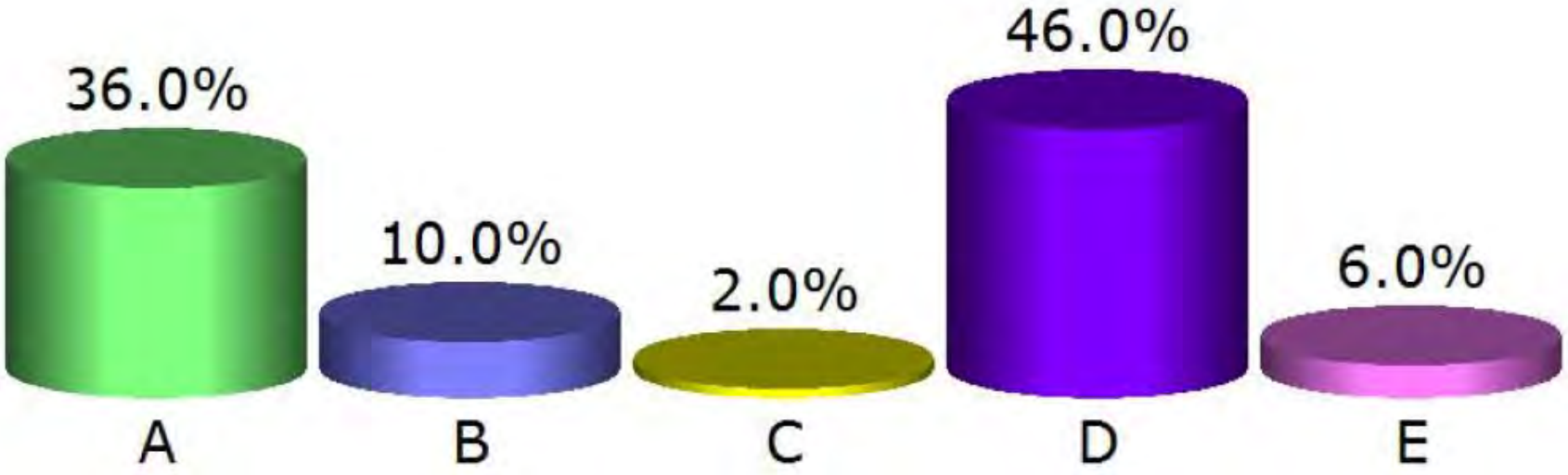
   a. Respect the neighborhood character of Conway, encouraging high quality architecture and building materials
   b. Embrace neighborhood amenities like parks and other public spaces on or nearby the project
   c. Focus on walkability and access to trails and bicycling routes
   d. All of the above
 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



Survey Results

12. Given that the scrap yard is being improved, future improvements to Markham Street Area should focus primarily on:

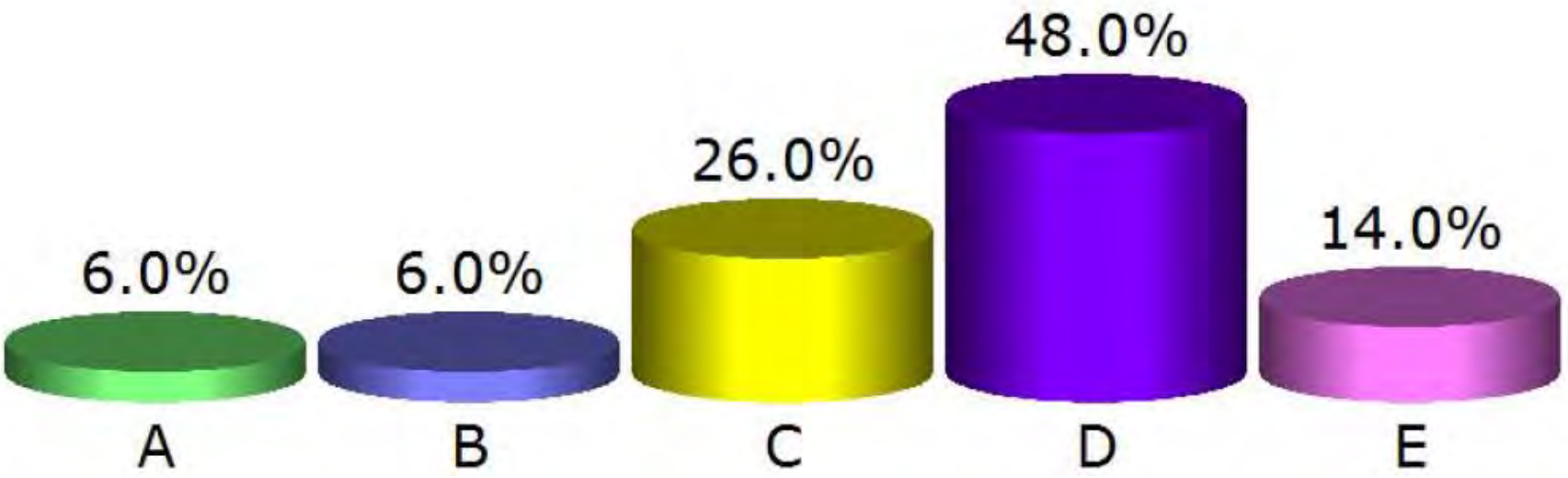
a. Accommodating alternative modes of transportation (Pedestrians, Bikes, etc.)
b. Access and traffic patterns
c. Traffic Speeds
d. Design and form of buildings
e. Other priority than those above (comment card)



Survey Results

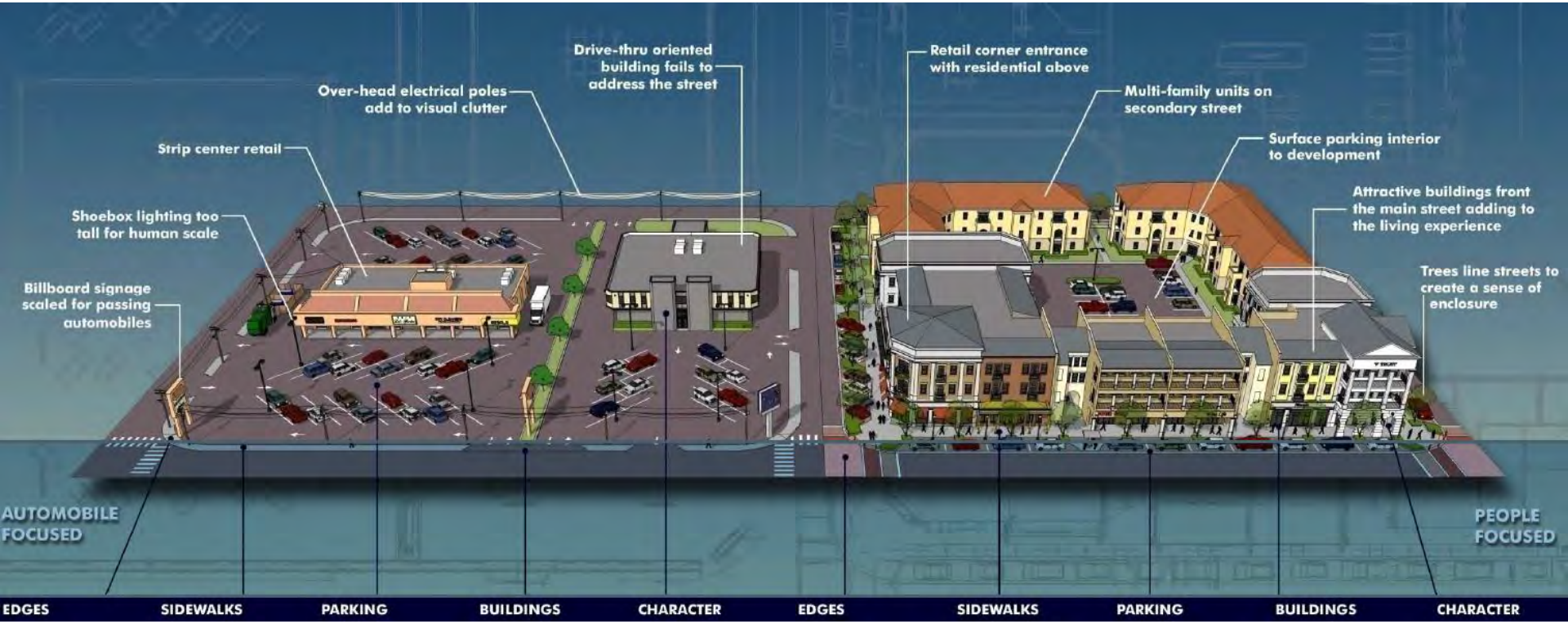
14. My priority for the Markham Street Area is:

a. Connecting surrounding neighborhoods
b. Creating more opportunities for housing in the Downtown area
c. Creating an opportunity for a diversity of uses
d. All of the above
e. None of the above or other than listed above (comment card)



Focus on walkability

Hide the parking lots



Context Sensitive Solutions (CSS)

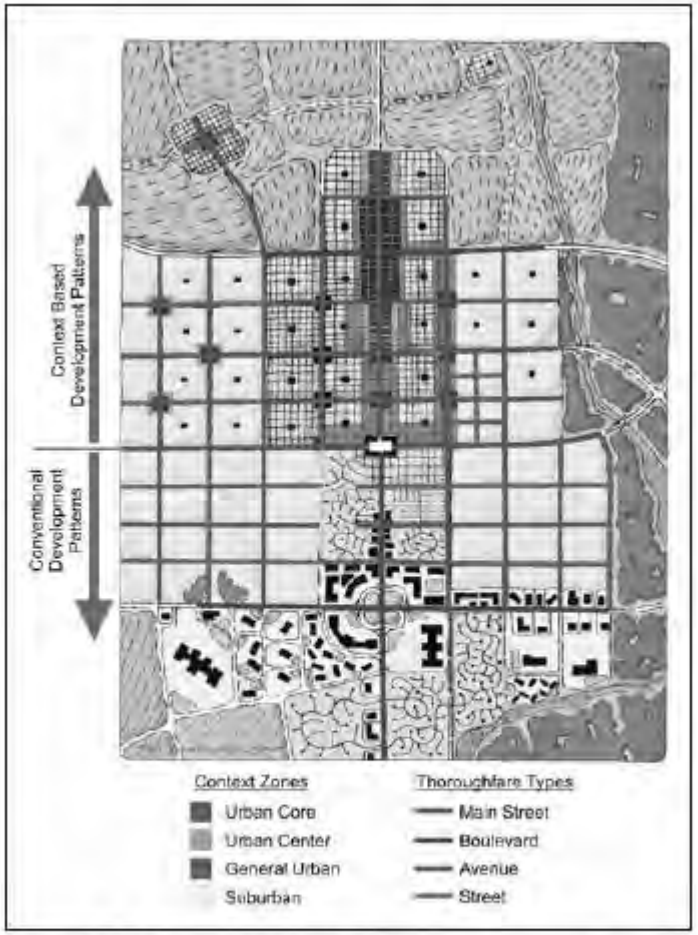
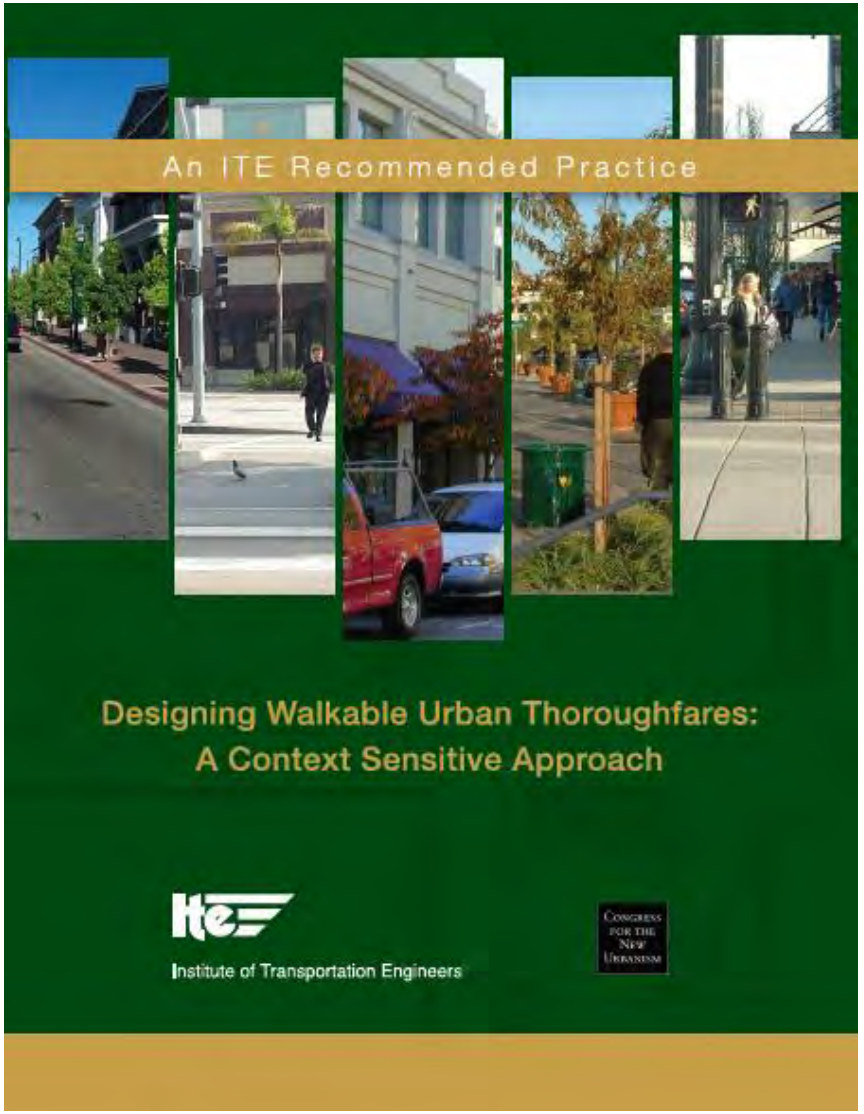


Figure 3.3 Context based development patterns are formed around a highly connected network of walkable thoroughfares. Source: Thomas Low (DPZ) and Digital Media Productions.



Local Examples of CSS

Create the outdoor living space

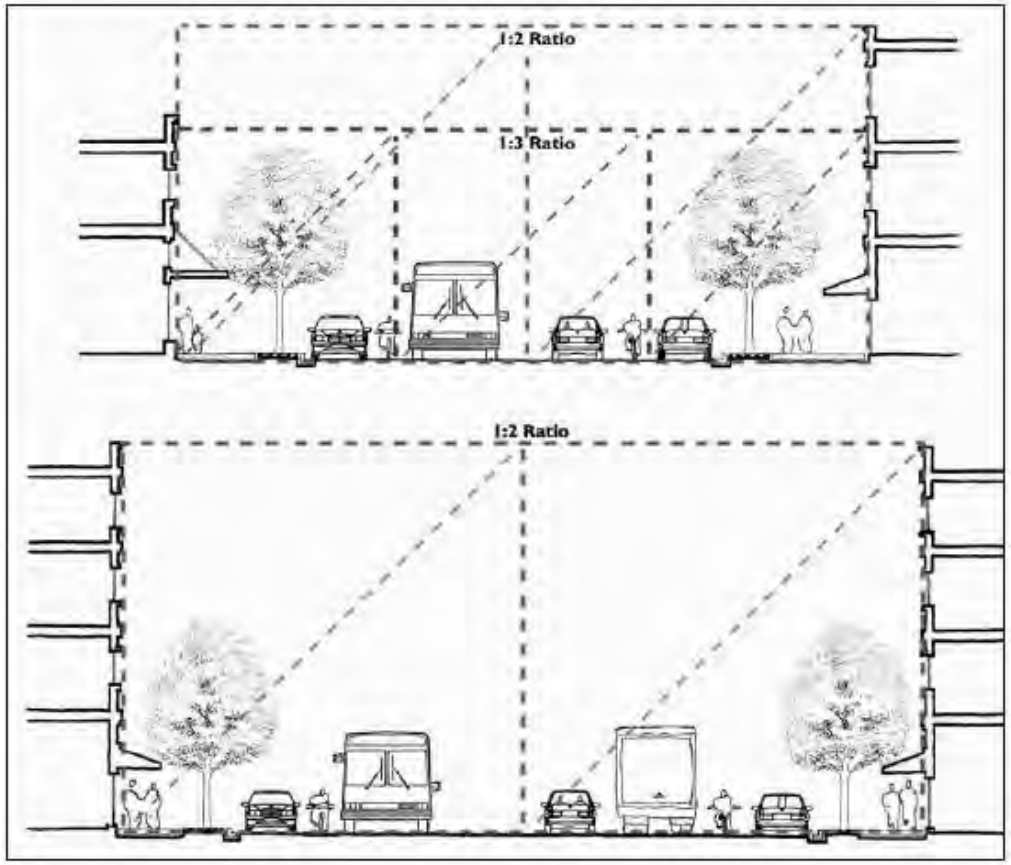


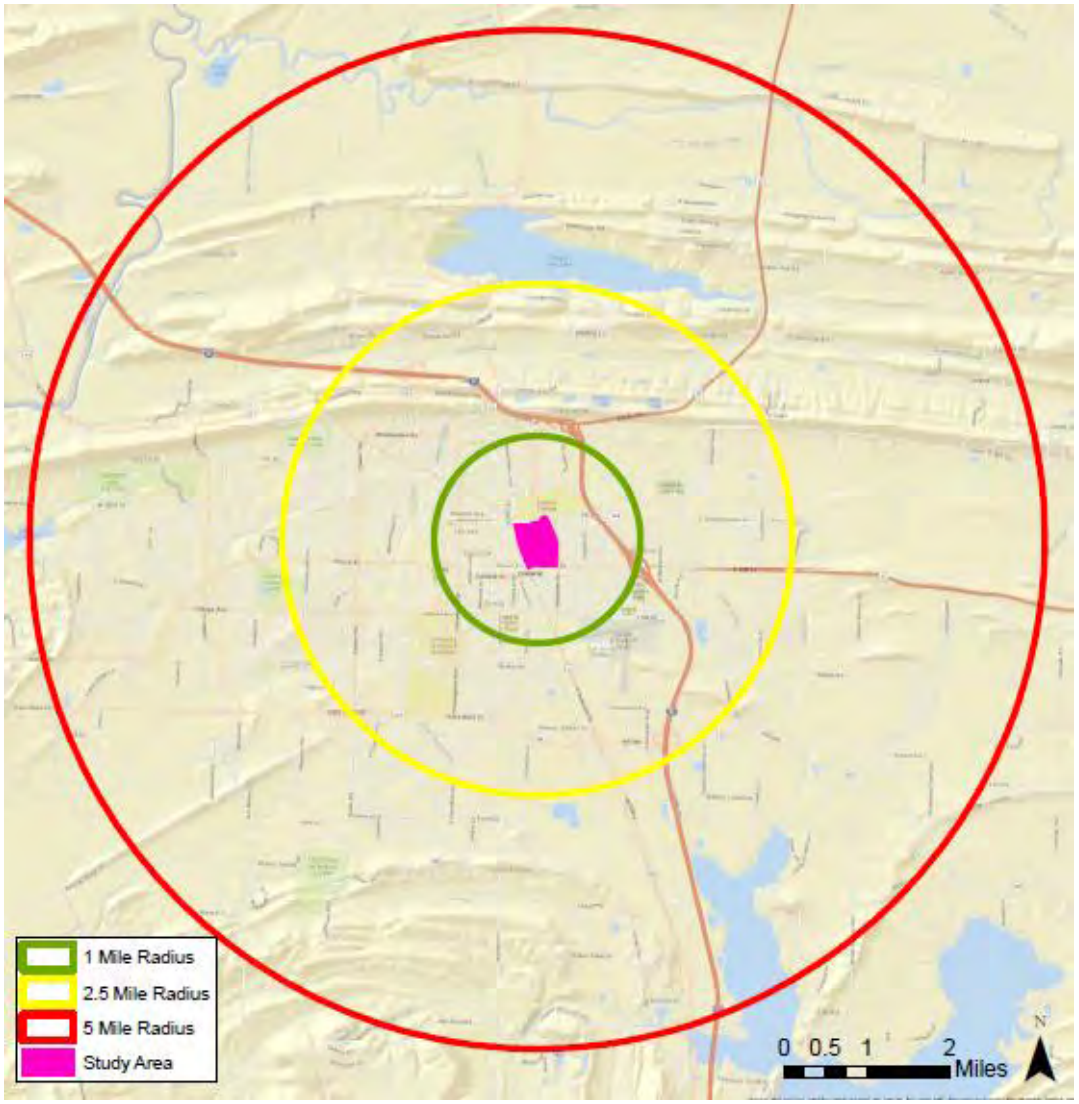
Figure 4.2 Illustration of height to width ratios that create a scale on thoroughfares that is comfortable to people and encourages walking (human scale). Human scale ratios fall between 1:3 and 1:2 as measured from the building fronts. Source: Community, Design + Architecture.

Current Employment in Conway

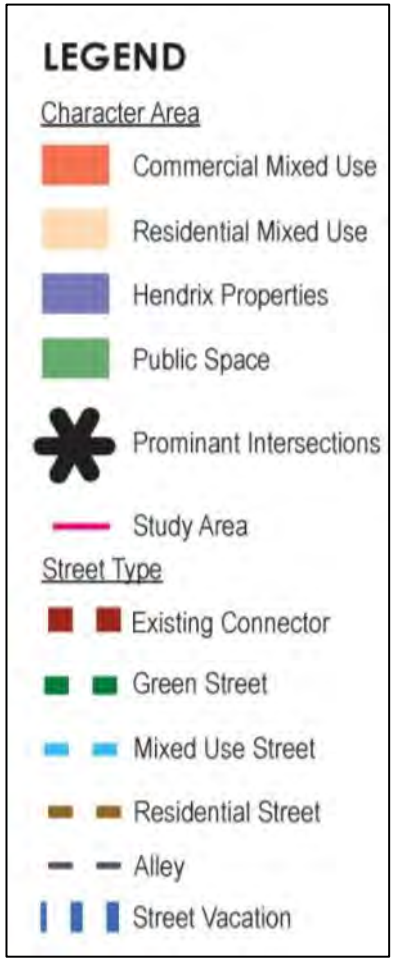
1 Mile:
11 Major Employers – 4,890 Jobs

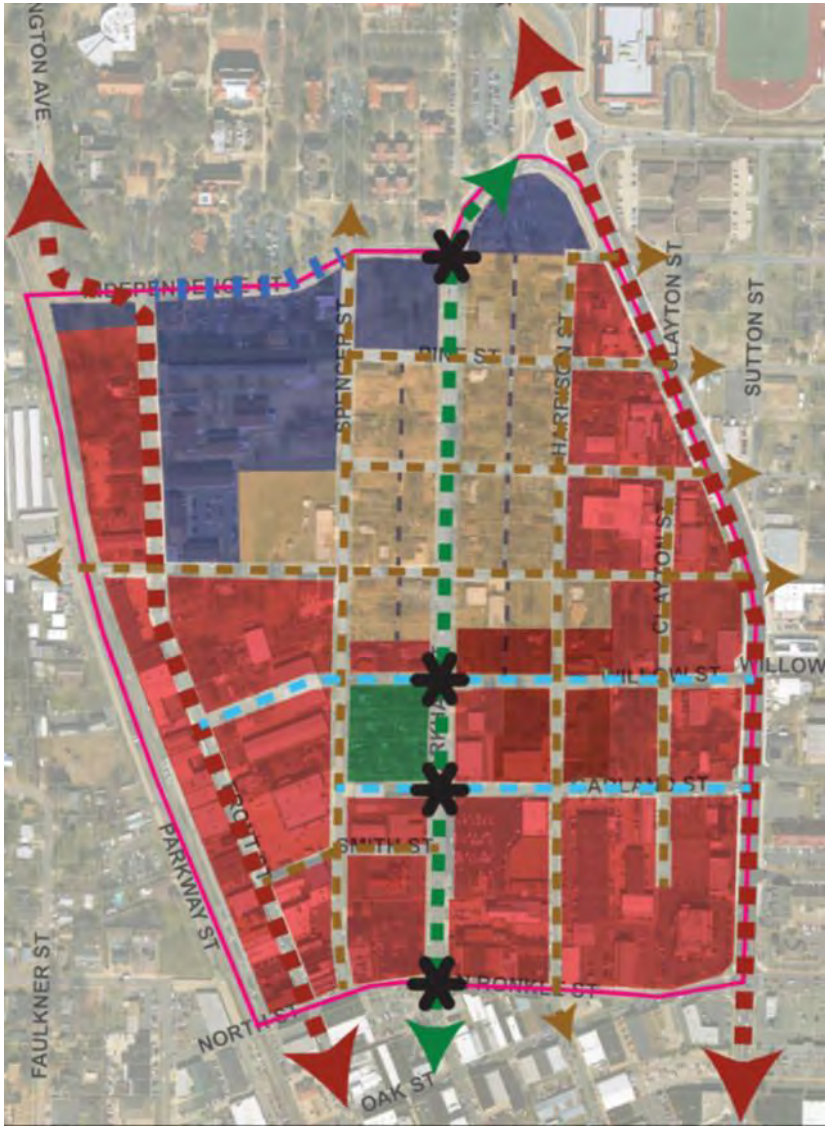
2.5 Miles:
22 Major Employers – 8,649 Jobs

5 Miles:
39 Major Employers- 18,496 Jobs



Concept Framework





Conceptual Design

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

Conceptual Design

Catalytic Site 1 – Improved Intersection

Appropriate Infill Opportunities

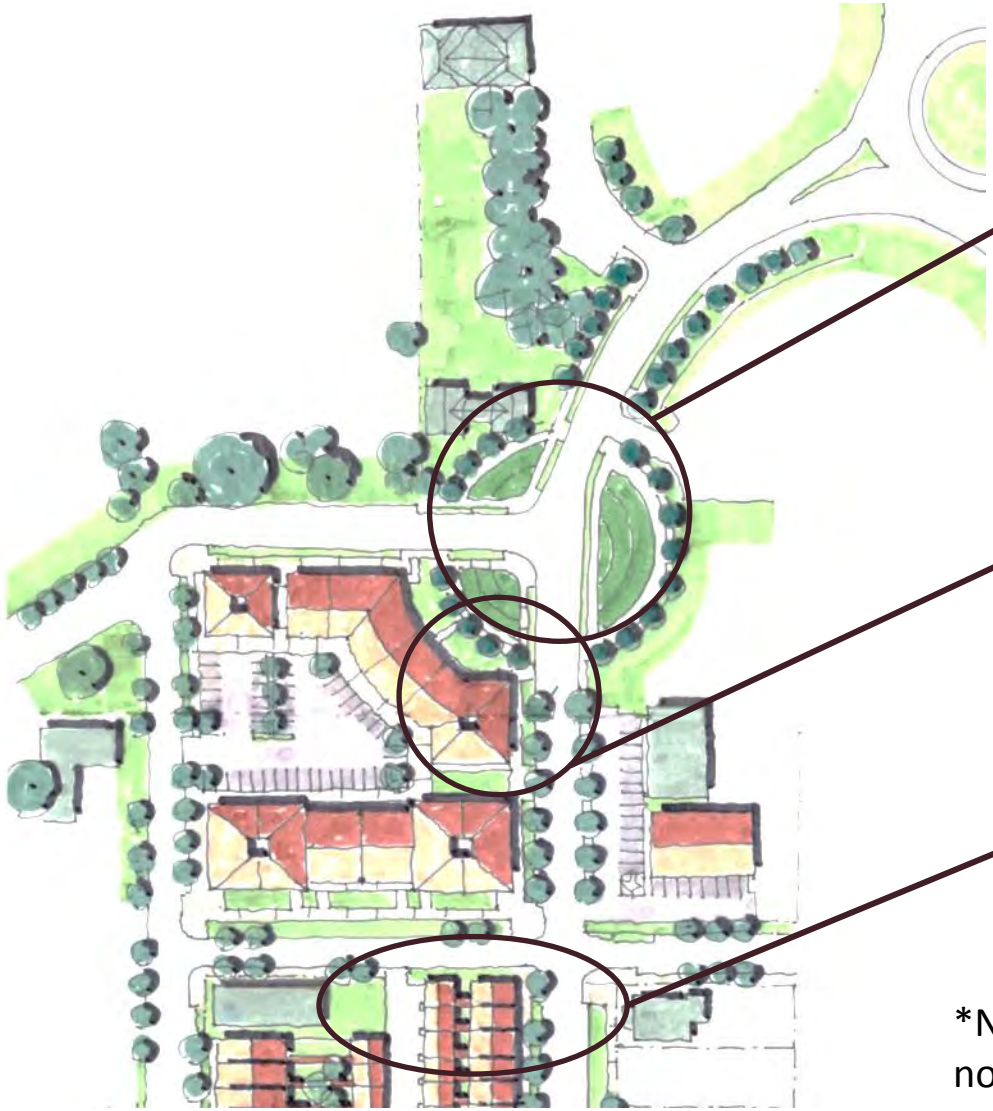
Catalytic Site 2 – Public Space improvement and adjacent development

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

Gateway Concept

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

Gateway Concept



Improved Crossing and Intersection plaza space to enhance visibility of pedestrians and slow drivers down

Utilize a strong building frontage to act as an entry point to the Markham Neighborhood

Appropriately scaled development to help establish the neighborhood vision

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

Infill Concept

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

Infill Concept

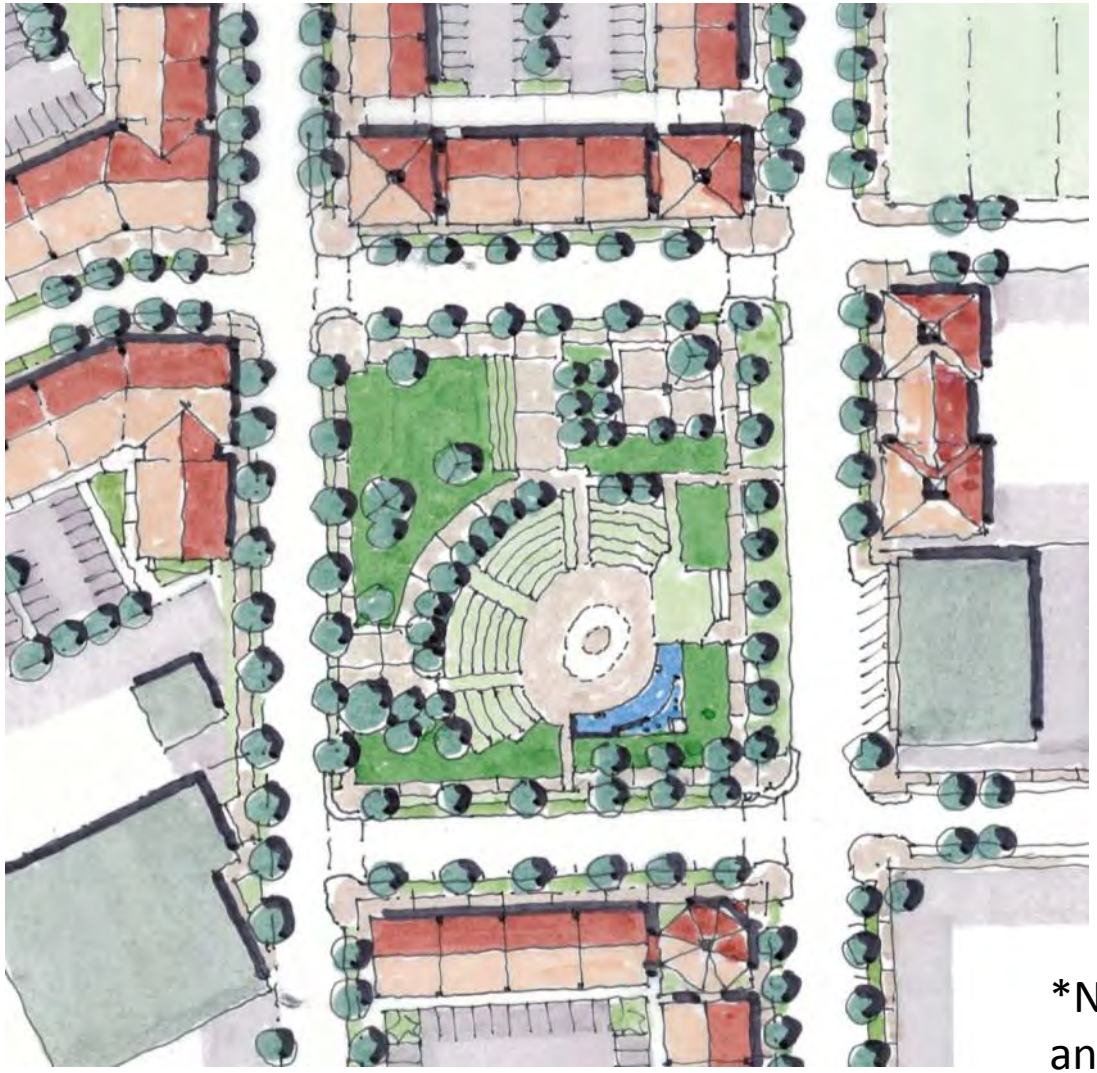
Markham and side street improvements to enhance a neighborhood feel

Respect for the existing homes and businesses that wish to remain

Open air drainage is possible while still creating effective access to garages and services

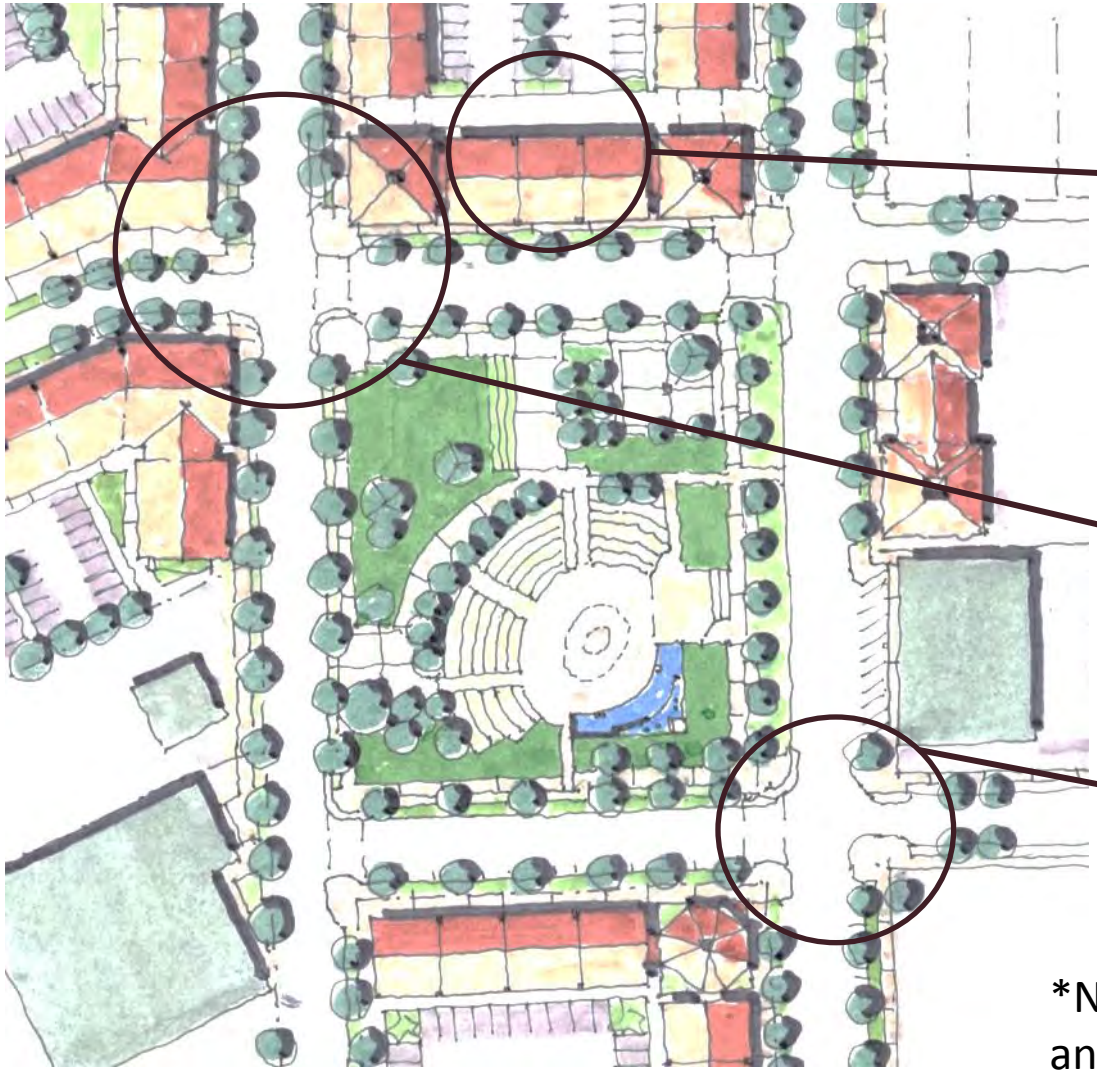
*NOTE: This illustrative is conceptual and not actual development plans

Catalytic Site Concept



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

Catalytic Site Concept



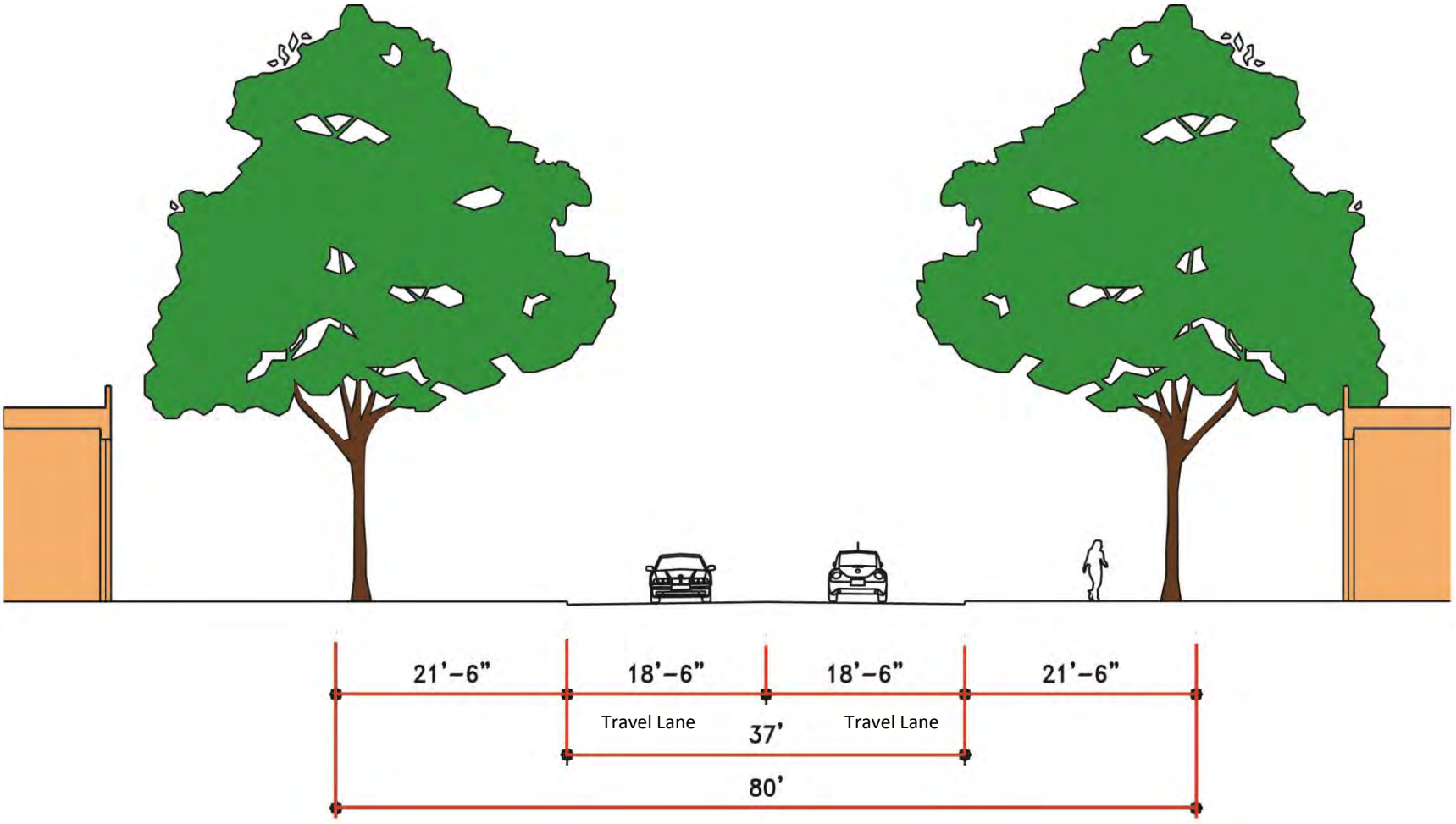
Frontage along the public space helps frame in the space and makes the area more comfortable and safe.

Urban relationship of the buildings to the street

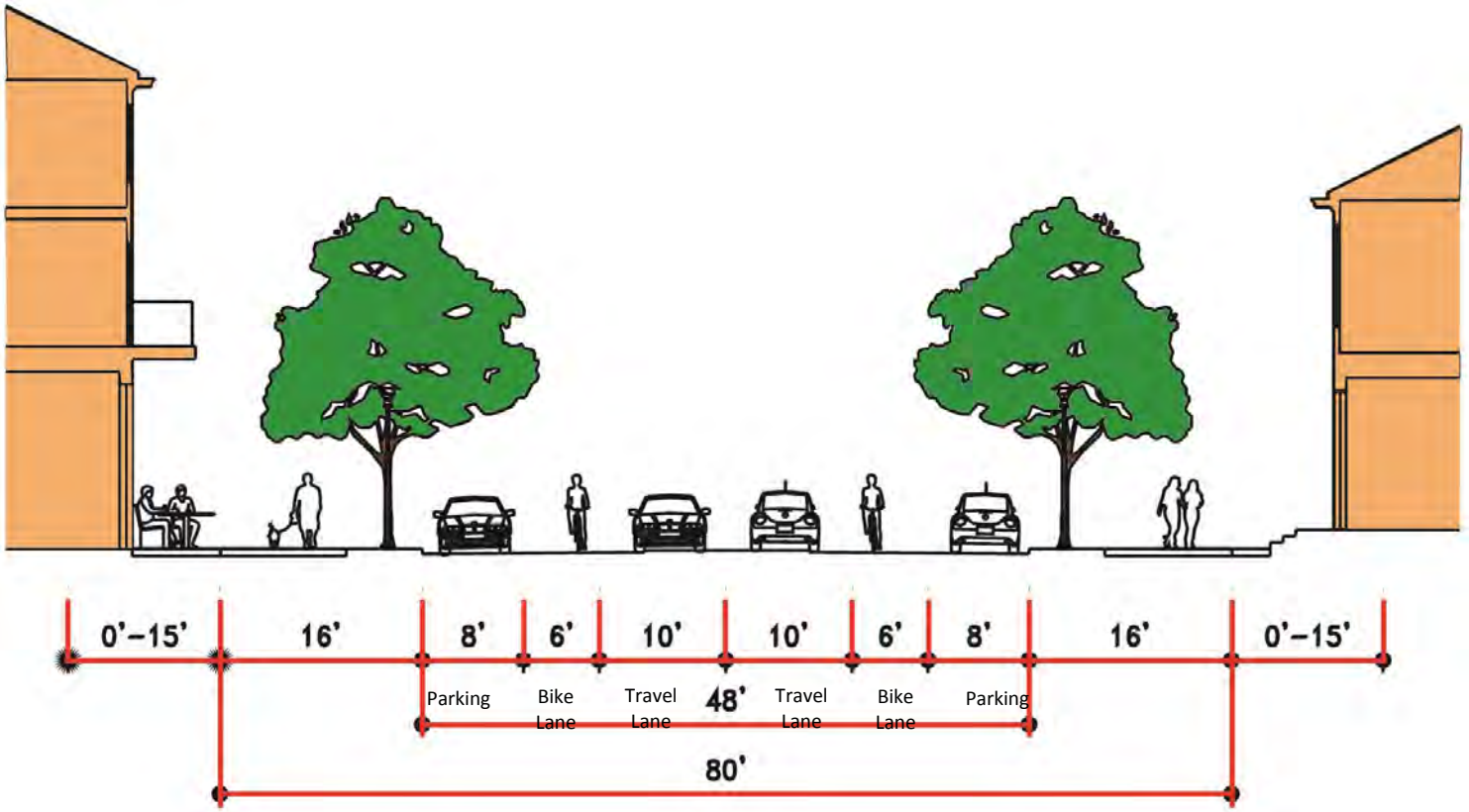
Screening of existing parking with short vegetation or liner buildings help create a better walking environment

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

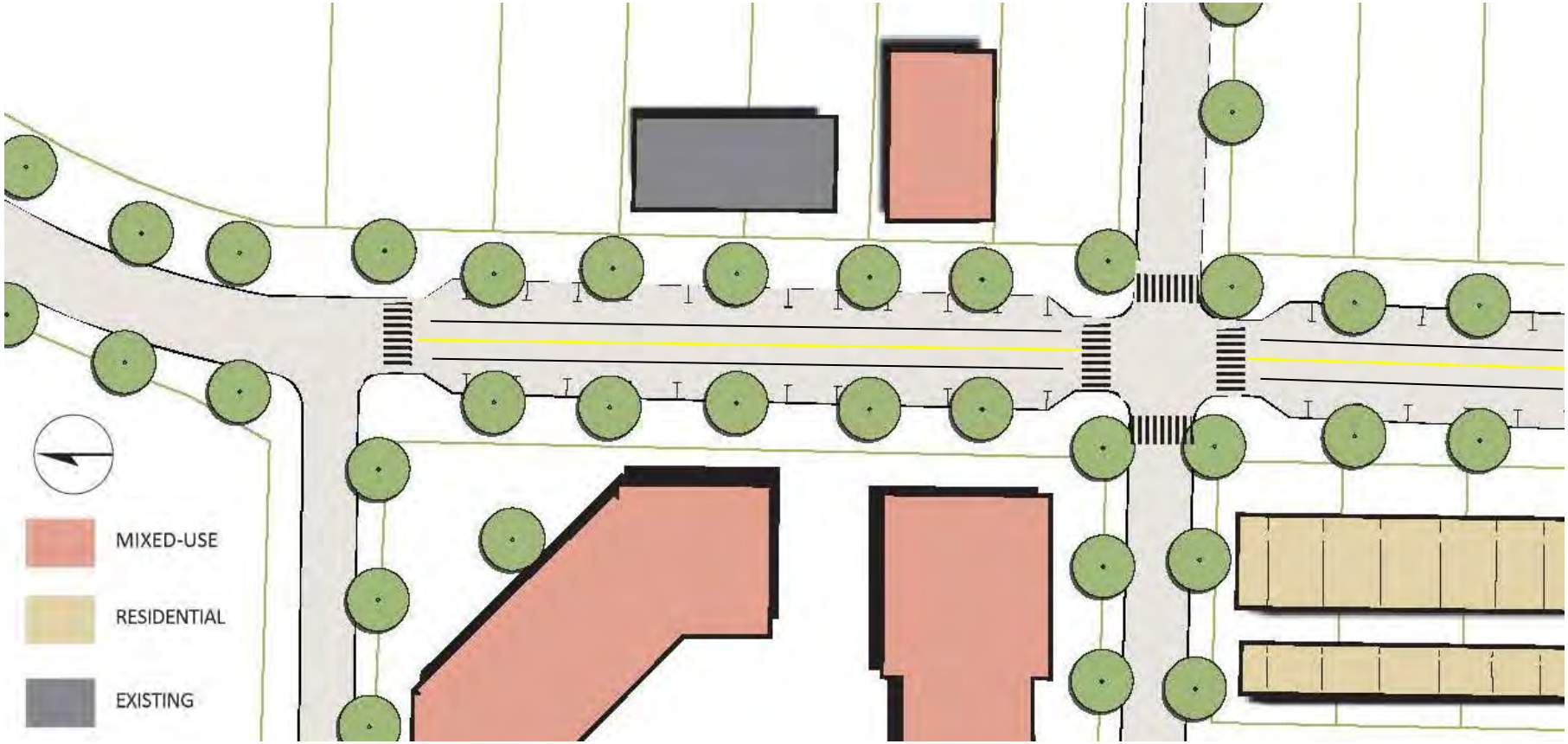
Existing Markham Street



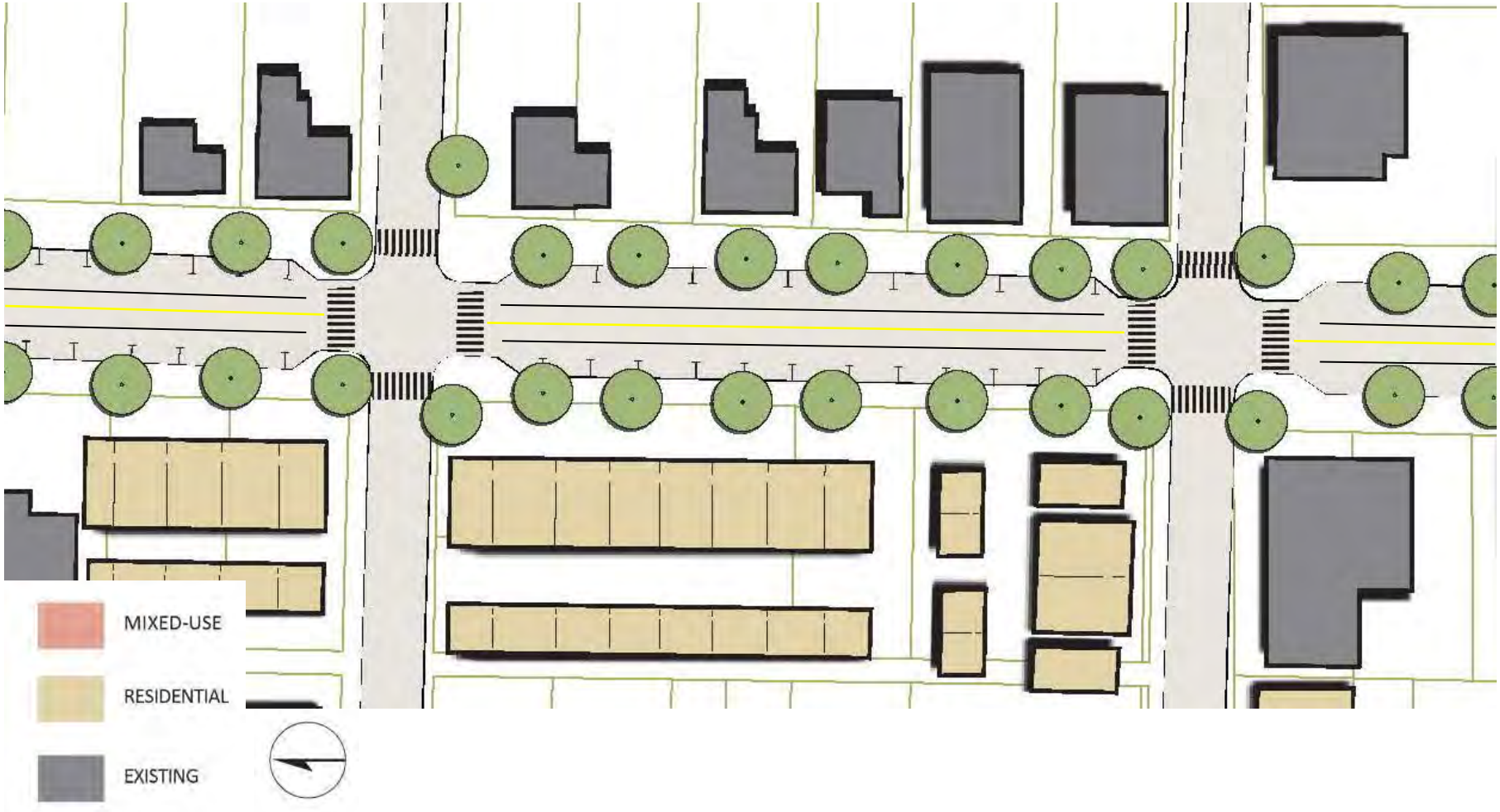
Proposed Markham Street



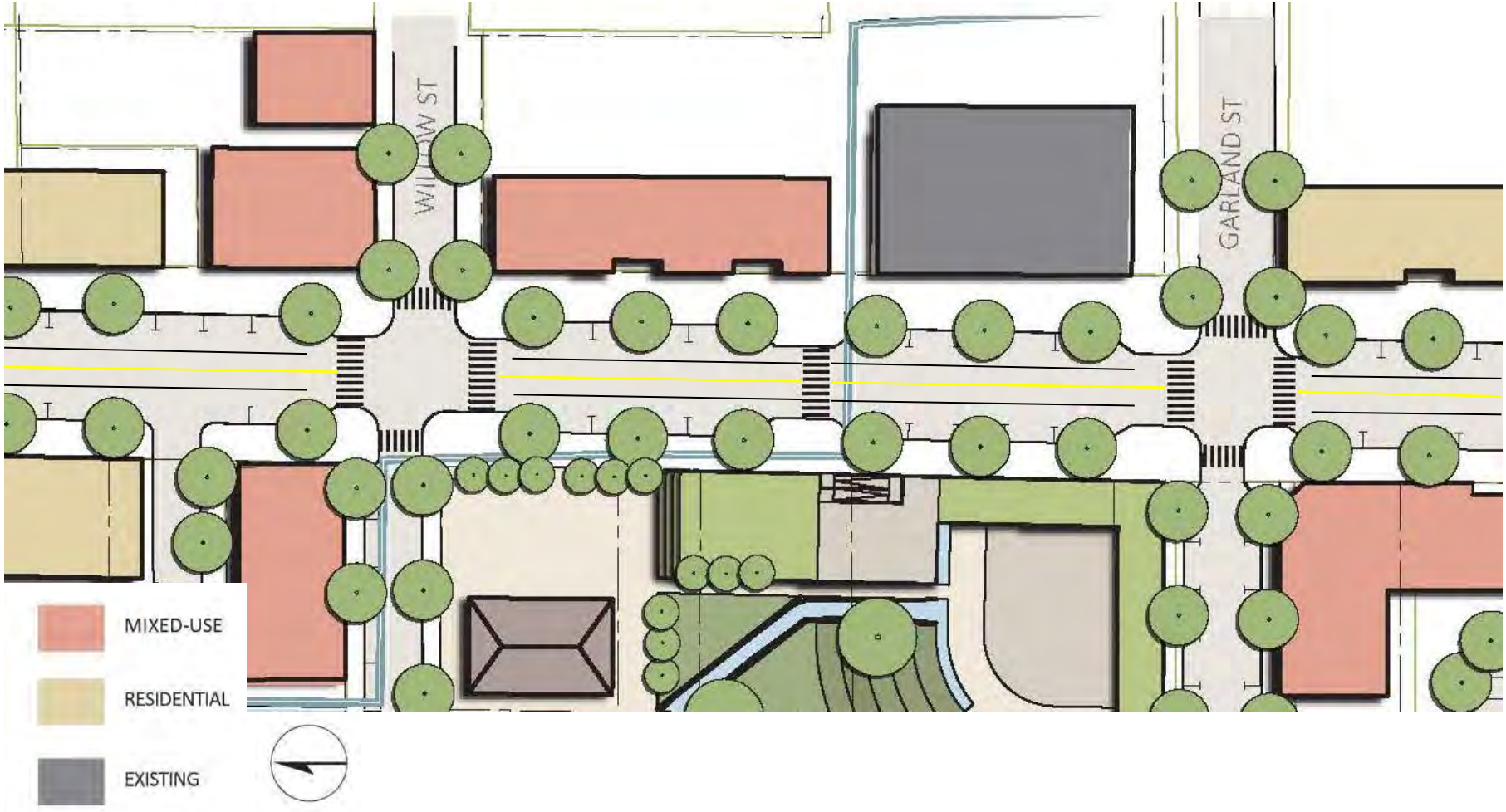
Markham Street Redesign



Markham Street Redesign



Markham Street Redesign

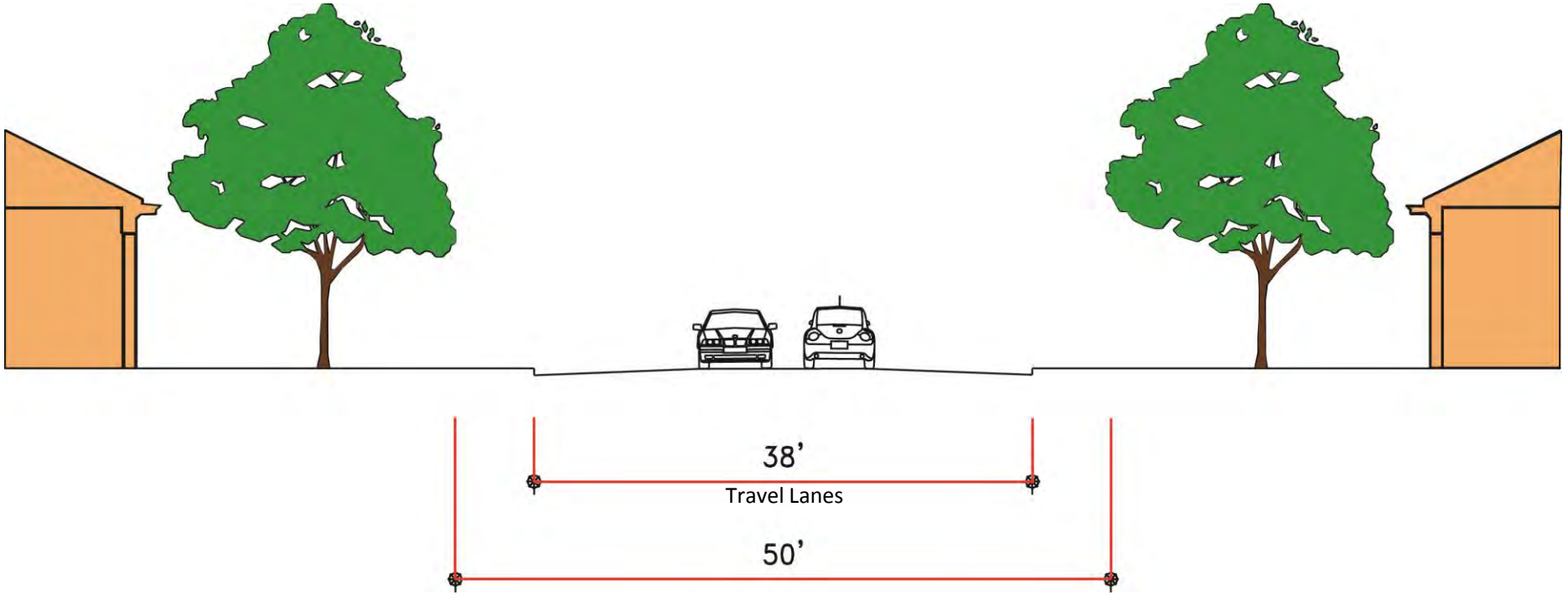


Bicycle Facility Options

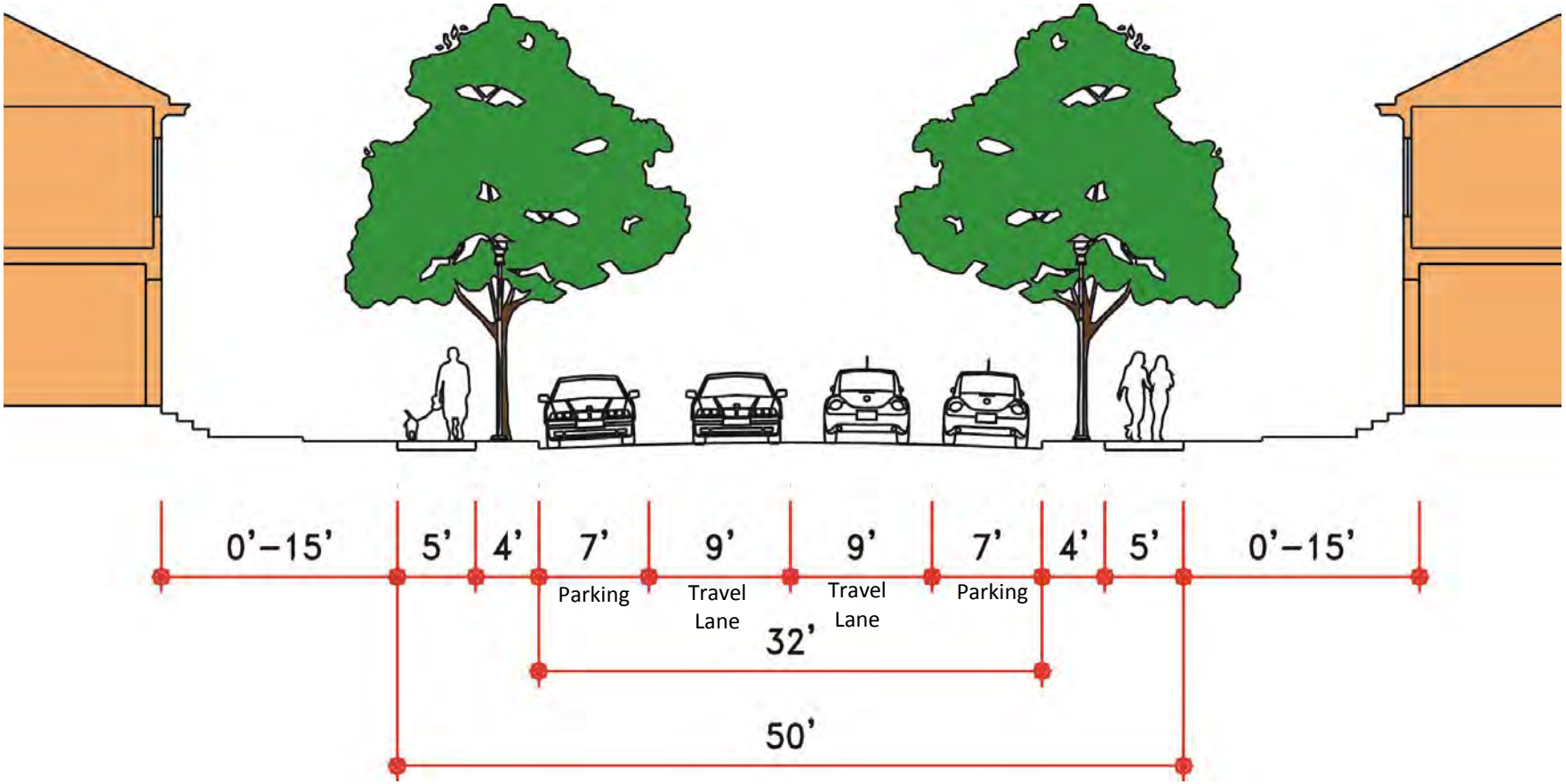
Markham Street Photomorph

Markham Street Photomorph

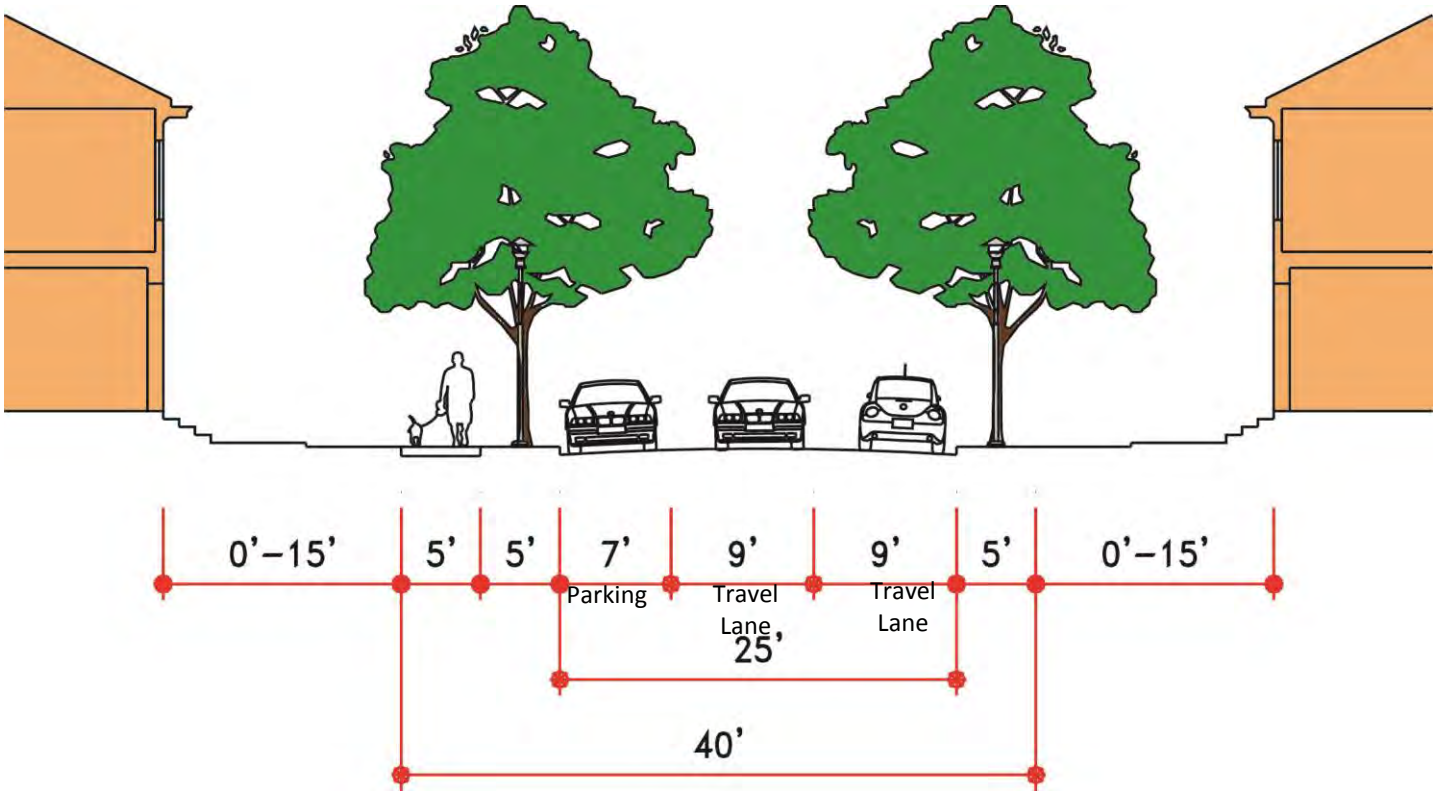
Existing Side Streets - Generally



Proposed Mixed-Use Street



Proposed Residential Street



Scrap Yard Redesign & Green Street

MIXED-USE

RESIDENTIAL

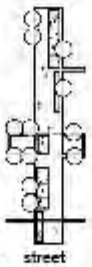
EXISTING

Scrapyard Redesign and Activation

- Build on existing progress – Continue the cleanup and design
- Integrate environmental cleanup requirements into design
- Use amphitheater for short-term flood control
- Break space into distinct programmable spaces
- Use Green Infrastructure practices upstream to reduce mitigation requirements
- Integrate Green Infrastructure practices within park to filter stormwater runoff

Amphitheater Precedent

Active Public Space

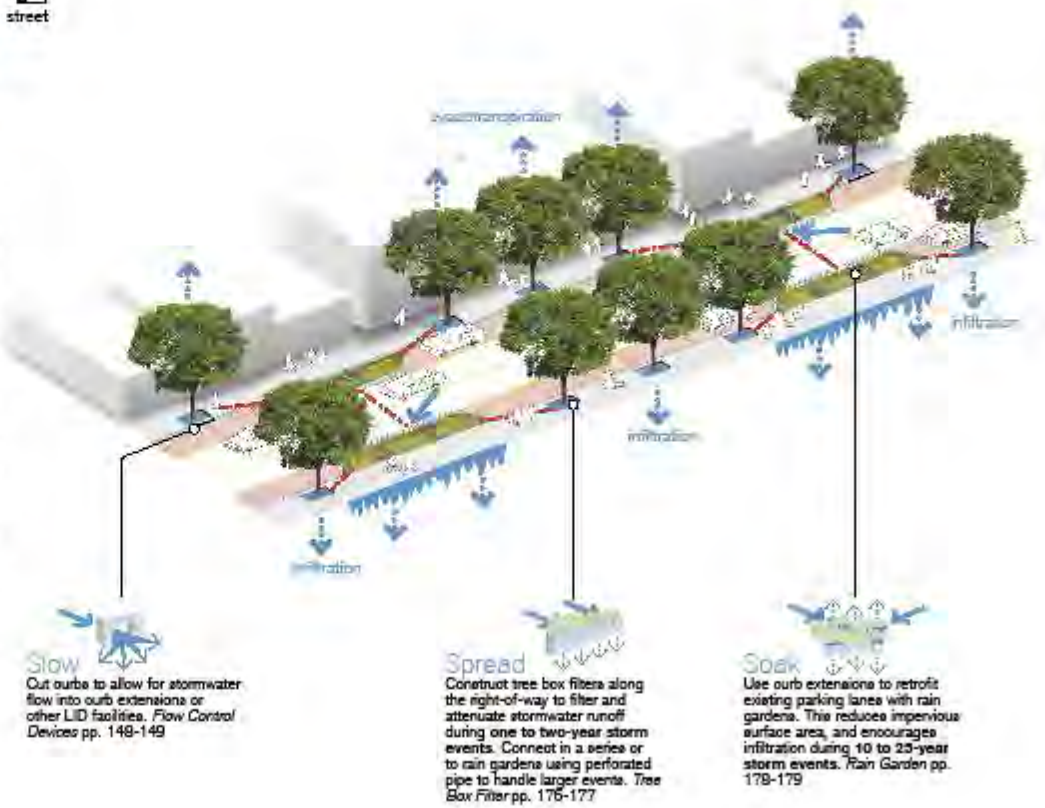


Skinny Streets

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

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

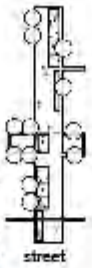
Reducing the width of streets provides a number of benefits. While many may initially assume they are unsafe, these narrow roads, or "skinny streets" actually reduce average speeds and vehicle accident rates. For instance, a 24 foot wide street has about 0.32 accidents per mile per year, while a 36 foot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



Physical and Economic Impacts of Street Trees

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

Designing for Urban Trees



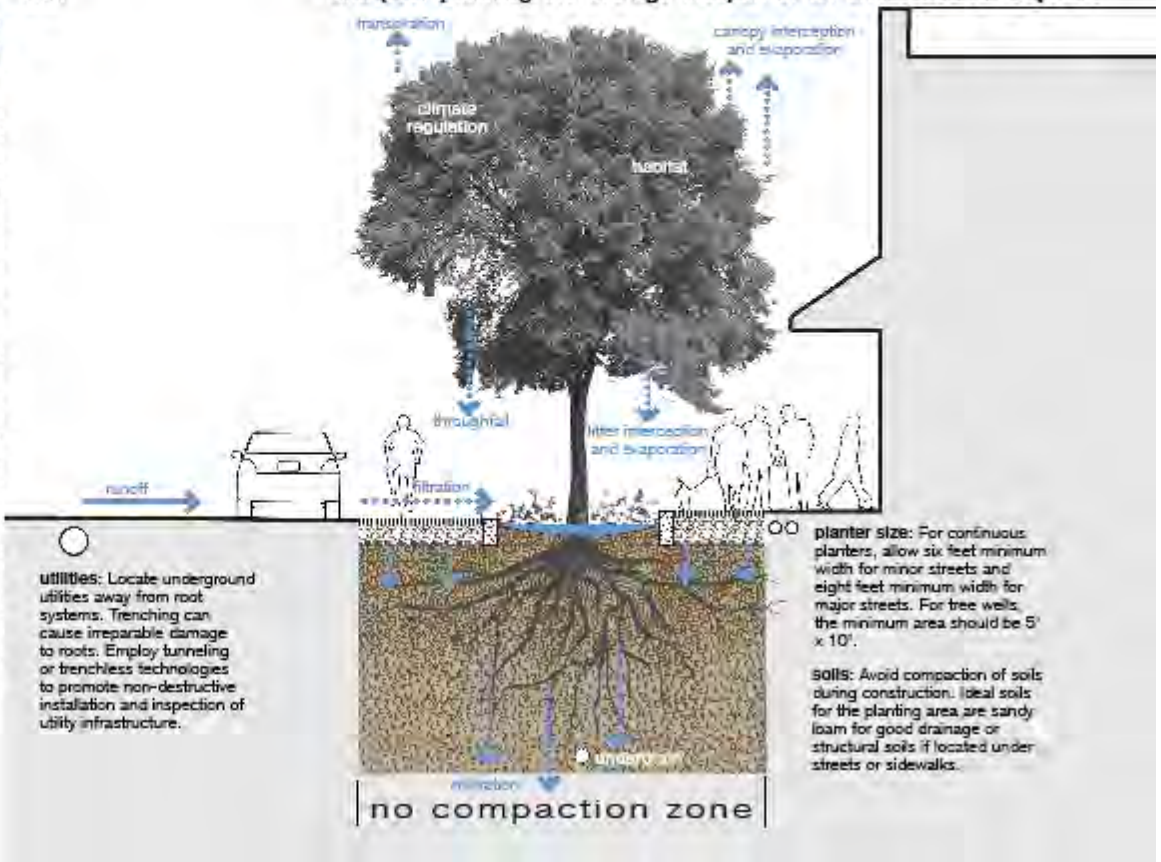
Streets should be designed to accommodate tree root growth—the most critical factor in implementing tree lined streets.

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

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

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

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



utilities: Locate underground utilities away from root systems. Trenching can cause irreparable damage to roots. Employ tunneling or trenchless technologies to promote non-destructive installation and inspection of utility infrastructure.

planter size: For continuous planters, allow six feet minimum width for minor streets and eight feet minimum width for major streets. For tree wells, the minimum area should be 5' x 10'.

soils: Avoid compaction of soils during construction. Ideal soils for the planting area are sandy loam for good drainage or structural soils if located under streets or sidewalks.

Green Infrastructure

Green Infrastructure

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

Context-Appropriate Water Quality BMPs

Photo: Paul Iorio

Markham Street Enables Regional Connections

- **Markham Street will provide the best connection** from Hendrix College and the Village at Hendrix to downtown Conway businesses.
- Will provide key **connections for pedestrians and bicyclists** that do not currently exist between downtown and residential neighborhoods
- Redesign will **improve safety** for travelers using all modes.
- Effective redesign of the Markham Street corridor would serve as a **positive example for other corridors** throughout the Central Arkansas region.

Market and Feasibility – Catalytic Site

Assumptions:

- Initial development projections (approximate) for two (2) blocks, north and east of new green space.
  - 12 Townhomes (2000 square feet each)
  - 24 Apartment Units (850 square feet each)
  - 12,000 square feet of retail (3-4 restaurants at 3,000-4,000 square feet)
  - 12,000 square feet of office (6 small business offices at 2,000 square feet)
- Initial capital contribution (approximate) to rebuild Markham Street, develop the scrapyard site and rebuild the roads adjacent to the scrapyard site:
  - Markham Street Improvements: $3,116,000
  - Streets around Green Space: $484,000
  - Development of Green Space as amphitheater and water infrastructure: $1,900,000
  - Total: $5,500,000

Market and Feasibility – Public Realm

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

Market and Feasibility – Private Realm

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

Market and Feasibility – Catalytic Site

Assumptions:

- Cost of public infrastructure does not include: (Additional studies needed for these estimates)
  - Utility moving or undergrounding
  - Street furniture
  - Street light improvements
  - Brownfield remediation costs
- Cost of public infrastructure does include:
  - Streetscaping (hardscape/landscape)
  - 16’ sidewalks
  - Bulb-outs and crosswalks
  - Street trees with grates
  - Widening of paving (to include bike lanes and on-street parking)
  - Bioswale systems for stormwater infiltration
  - Soft Costs (engineering, contingency, etc)
  - Hard Costs (demolition, construction, etc.)

Market and Feasibility

Mixed-Use Development Pro Forma - Conway Block 16 & 21

Summary of Results

	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	$129,194	$133,070	$137,062	$141,174	$145,409	$149,772	$154,265	$158,893	$163,660	$168,569	$173,626	$178,835	$184,200	$189,726	$195,418
For-sale Housing	$2,359,790	$-	$-	$-	$-	$-	$-	$-	$-	$-	$-	$-	$-	$-	$-
Office/Commercial	$134,795	$296,955	$581,394	$596,507	$953,146	$981,994	$1,126,298	$1,157,407	$1,195,021	$1,232,071	$1,268,539	$1,304,409	$1,346,715	$1,388,386	$1,429,403
Retail	$131,237	$267,697	$447,753	$459,038	$470,148	$484,735	$495,483	$506,042	$520,064	$533,888	$547,509	$560,923	$574,124	$587,106	$603,520
Total NOI	**$2,755,017**	**$697,722**	**$1,166,209**	**$1,196,719**	**$1,568,704**	**$1,616,501**	**$1,776,046**	**$1,822,342**	**$1,878,745**	**$1,934,528**	**$1,989,675**	**$2,044,167**	**$2,105,039**	**$2,165,218**	**$2,228,341**
Development Costs															
Multi family	$1,637,185	$-	$-	$-	$-	$-	$-	$-	$-	$-	$-	$-	$-	$-	$-
For-sale Housing	$2,266,000	$-	$-	$-	$-	$-	$-	$-	$-	$-	$-	$-	$-	$-	$-
Office/Commercial	$1,871,613	$3,226,780	$-	$3,983,964	$-	$1,368,563	$-	$-	$-	$-	$-	$-	$-	$-	$-
Retail	$1,465,976	$1,890,358	$-	$-	$-	$-	$-	$-	$-	$-	$-	$-	$-	$-	$-
Total Development Costs	**$5,603,589**	**$1,890,358**	**$-**	**$3,983,964**	**$-**	**$1,368,563**	**$-**	**$-**	**$-**	**$-**	**$-**	**$-**	**$-**	**$-**	**$-**
Annual Cash Flow															
Net Operating Income	$2,755,017	$697,722	$1,166,209	$1,196,719	$1,568,704	$1,616,501	$1,776,046	$1,822,342	$1,878,745	$1,934,528	$1,989,675	$2,044,167	$2,105,039	$2,165,218	$2,228,341
Total Asset Value@ 10%															$22,283,408
Total Costs of Sale *(2)* @ 5%															$(1,114,170)
Total Development Costs	$(5,603,589)	$(1,890,358)	$-	$(3,983,964)	$-	$(1,368,563)	$-	$-	$-	$-	$-	$-	$-	$-	$-
Net Cash Flow	**$(2,848,572)**	**$(1,192,636)**	**$1,166,209**	**$(2,787,244)**	**$1,568,704**	**$247,938**	**$1,776,046**	**$1,822,342**	**$1,878,745**	**$1,934,528**	**$1,989,675**	**$2,044,167**	**$2,105,039**	**$2,165,218**	**$23,397,578**
Net Present Value @ 10%	**$7,945,167**			**Unleveraged IRR:**	**22.7%**										

(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.

(2) Assumes asset sale in Year 15.

Source: Catalyst Commercial

Market and Feasibility

Fiscal Impact										
	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
Retail Sales	$7,575,000	$11,348,250	$16,149,698	$16,634,188	$17,133,214	$17,647,211	$18,176,627	$18,721,926	$19,283,583	$19,862,091
Property Value	$9,383,900	$13,889,578	$20,711,070	$21,125,291	$23,920,366	$24,398,774	$23,333,342	$23,800,009	$24,276,009	$24,761,529
Sales Tax	$132,563	$198,594	$282,620	$291,098	$299,831	$308,826	$318,091	$327,634	$337,463	$347,587
Ad Valorem	$17,829.41	$26,390	$39,351	$40,138	$45,449	$46,358	$44,333	$45,220	$46,124	$47,047
Total	$150,392	$224,985	$321,971	$331,236	$345,280	$355,184	$362,424	$372,854	$383,587	$394,633

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	-$5,500,000										
Net Cash Flow	-$5,500,000	$150,392	$224,985	$321,971	$331,236	$345,280	$355,184	$362,424	$372,854	$383,587	$394,633
Net Cash Flow with Terminal Value	-$5,500,000	$150,392	$224,985	$321,971	$331,236	$345,280	$355,184	$362,424	$372,854	$383,587	$11,951,757

Investment Performance	
IRR	**12%**
NPV	**$3,259,031**

Assumptions	
Fiscal Impact Growth (Year 11+)	0.025
Discount Rate	6%
Sales Tax Rate	0.0175
Millage	1.9

Implementation Strategies Summary

- Adopt Drafted Form-Based Code that **combines all design regulations** in one document
- **Create a Green Corridor** along Markham Street
- Adopt a **brownfield redevelopment strategy**
- Leverage **CDBG funding for infrastructure improvements** to support redevelopment

Implementation Strategies Summary

- Leverage HOME funding to **enhance housing diversity** and improve affordability
- Enhance transportation decision-making to **support complete streets**
- Coordinate redevelopment efforts among all plans and **have a "Keeper of the Flame"**

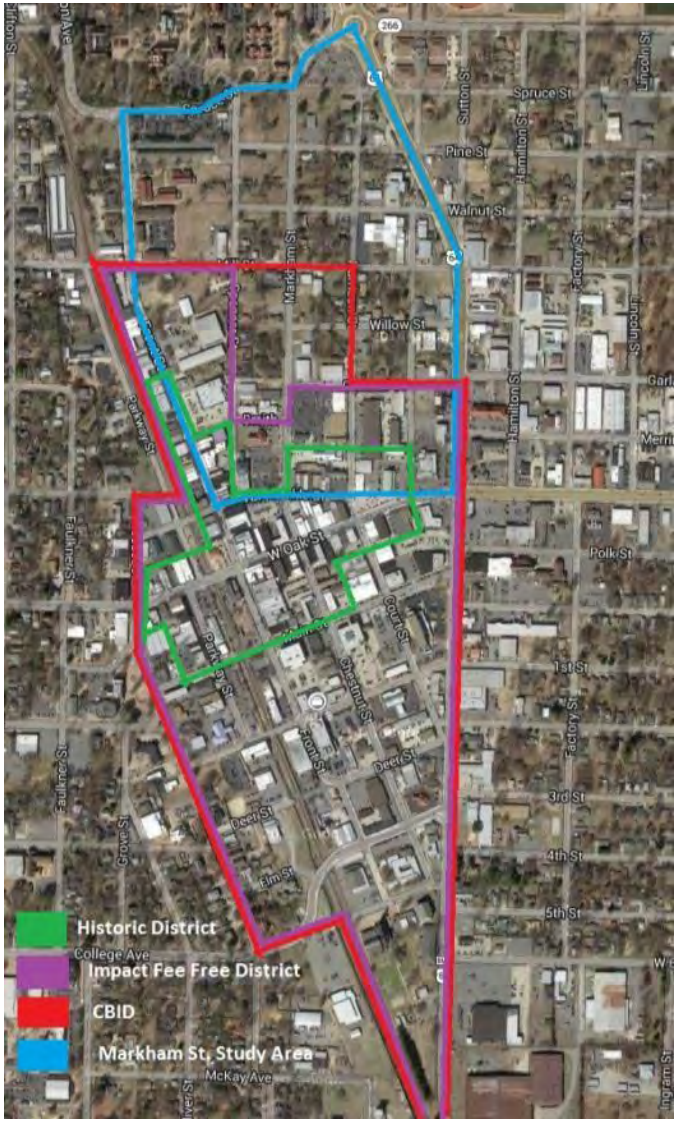
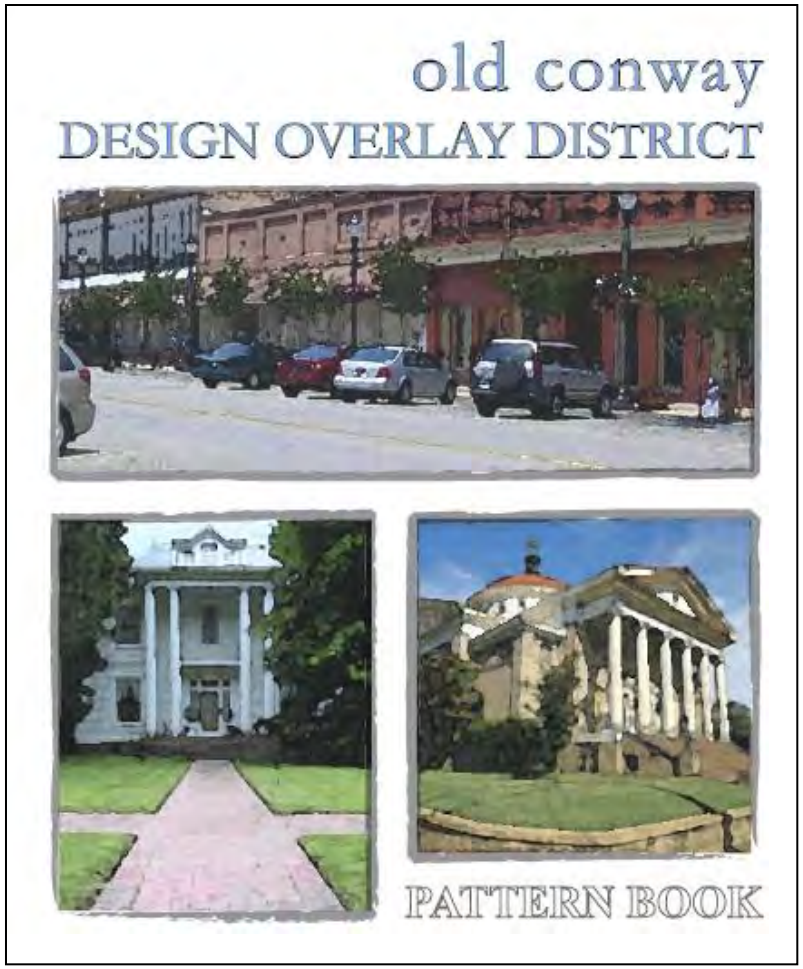


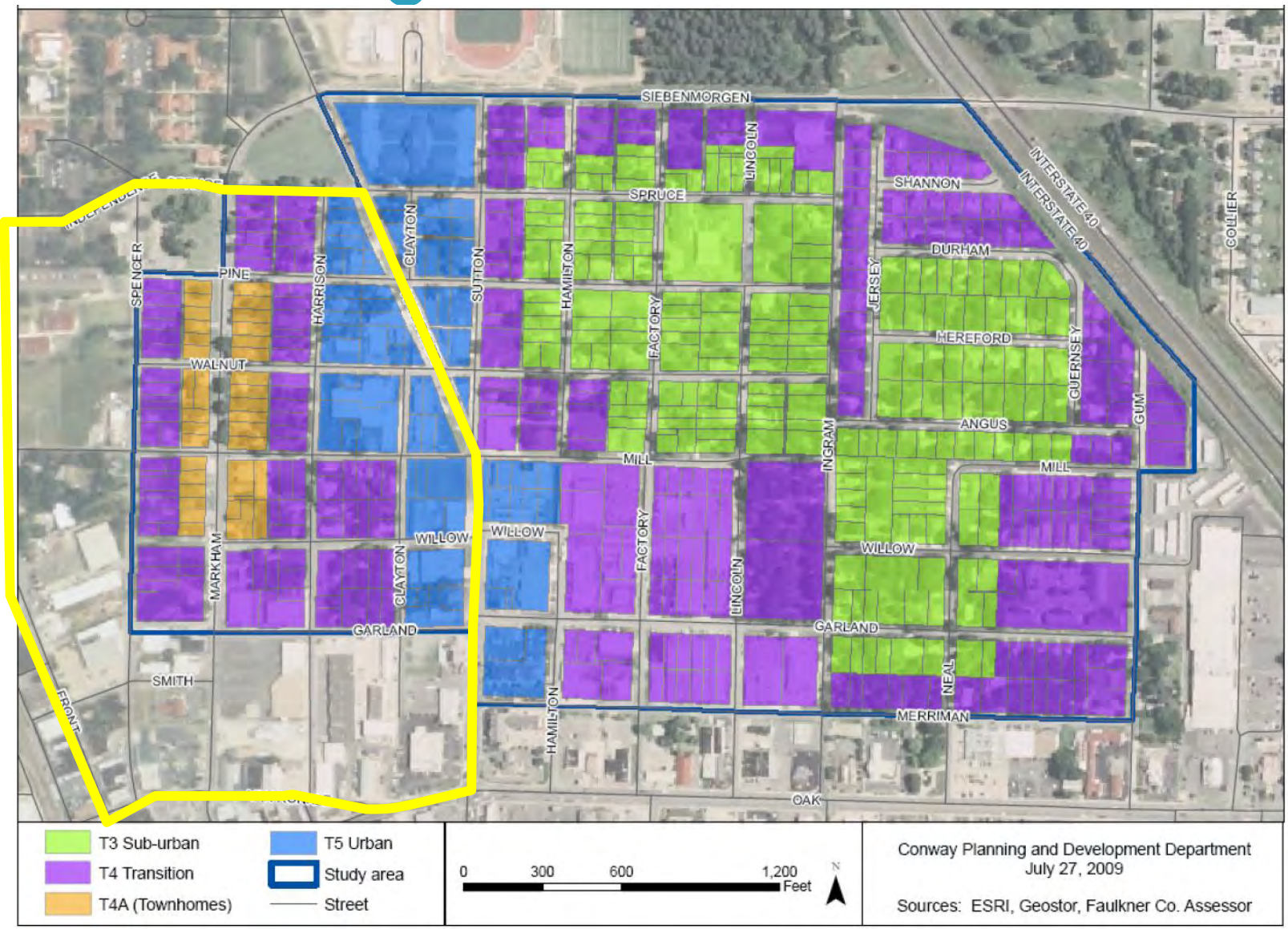
Image Courtesy of Greg Nabholz

Current Zoning

- C-1 (south of Garland)
- Specific Plan Area – Northeast Old Conway Specific Plan Area
- Old Conway Design Overlay District



Current Zoning



Zoning Refinement Focus

- Maintain existing structure's focus on neighborhood vision
- Refine current character zones to provide flexibility to address market opportunities
- Streamline development review process and process most applications administratively
- Combine zoning and design guidelines to "make it easier to do the right thing"

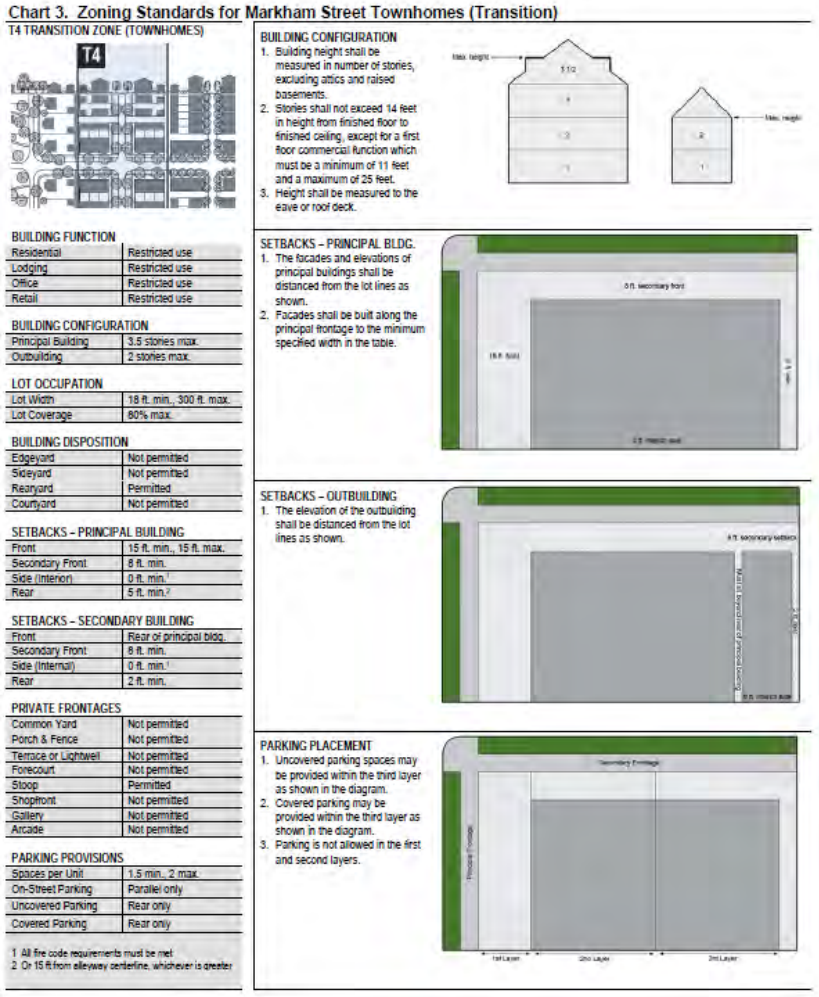


Chart 3. Zoning Standards for Markham Street Townhomes (Transition)

T4 TRANSITION ZONE (TOWNHOMES)

T4

BUILDING FUNCTION	
Residential	Restricted use
Lodging	Restricted use
Office	Restricted use
Retail	Restricted use
BUILDING CONFIGURATION	
Principal Building	3.5 stories max.
Outbuilding	2 stories max.
LOT OCCUPATION	
Lot Width	18 ft. min., 300 ft. max.
Lot Coverage	80% max.
BUILDING DISPOSITION	
Edgeyard	Not permitted
Sideyard	Not permitted
Rearyard	Permitted
Courtyard	Not permitted
SETBACKS – PRINCIPAL BUILDING	
Front	15 ft. min., 15 ft. max.
Secondary Front	8 ft. min.
Side (Interior)	0 ft. min.[1]
Rear	5 ft. min.[2]
SETBACKS – SECONDARY BUILDING	
Front	Rear of principal bldg.
Secondary Front	8 ft. min.
Side (Internal)	0 ft. min.[1]
Rear	2 ft. min.
PRIVATE FRONTAGES	
Common Yard	Not permitted
Porch & Fence	Not permitted
Terrace or Lightwell	Not permitted
Forecourt	Not permitted
Stoop	Permitted
Shopfront	Not permitted
Gallery	Not permitted
Arcade	Not permitted
PARKING PROVISIONS	
Spaces per Unit	1.5 min., 2 max.
On-Street Parking	Parallel only
Uncovered Parking	Rear only
Covered Parking	Rear only

1 All fire code requirements must be met
2 Or 15 ft from alleyway centerline, whichever is greater

BUILDING CONFIGURATION
1. Building height shall be measured in number of stories, excluding attics and raised basements.
2. Stories shall not exceed 14 feet in height from finished floor to finished ceiling, except for a first floor commercial function which must be a minimum of 11 feet and a maximum of 25 feet.
3. Height shall be measured to the eave or roof deck.

SETBACKS – PRINCIPAL BLDG.
1. The facades and elevations of principal buildings shall be distanced from the lot lines as shown.
2. Facades shall be built along the principal frontage to the minimum specified width in the table.

SETBACKS – OUTBUILDING
1. The elevation of the outbuilding shall be distanced from the lot lines as shown.

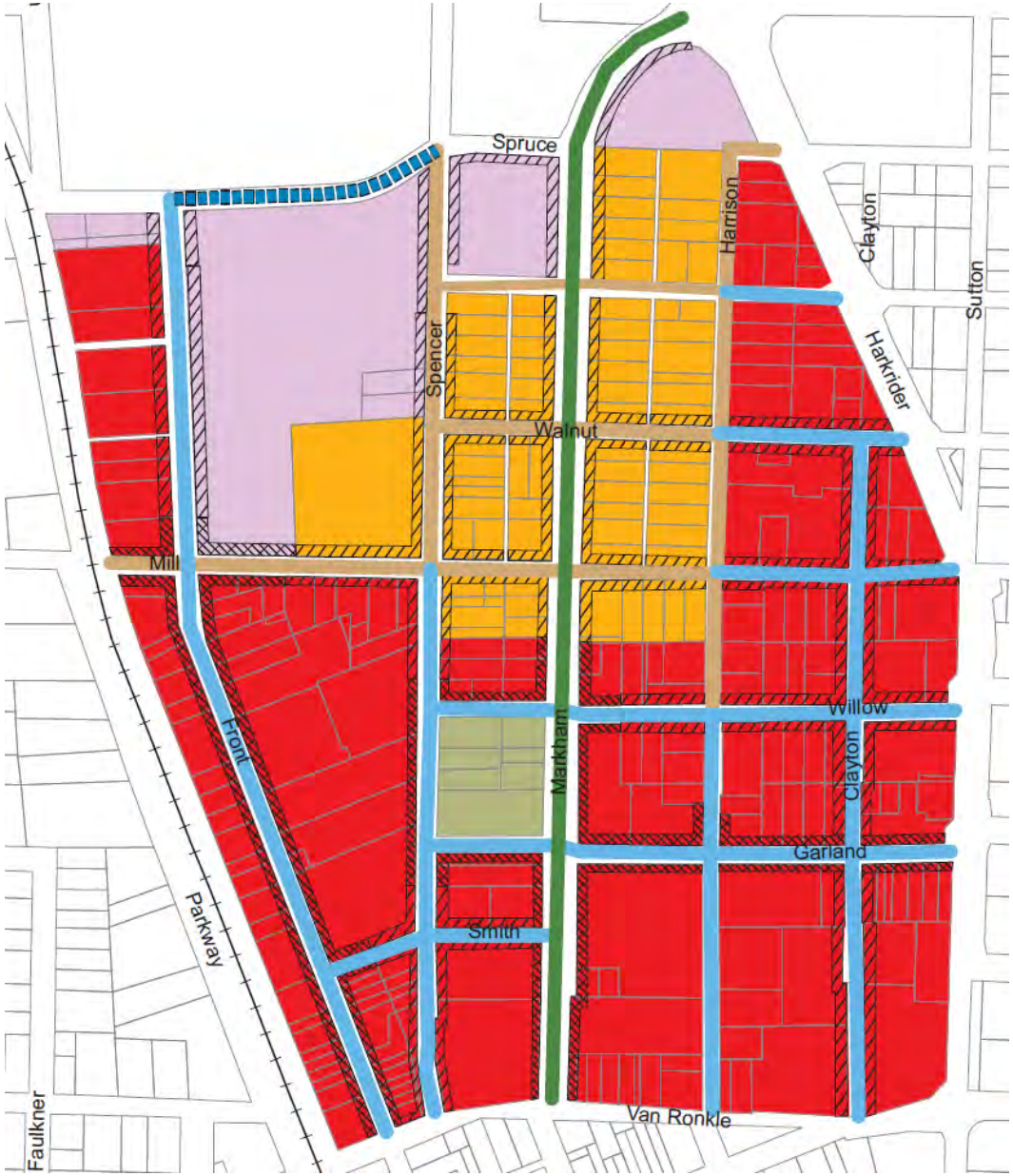
PARKING PLACEMENT
1. Uncovered parking spaces may be provided within the third layer as shown in the diagram.
2. Covered parking may be provided within the third layer as shown in the diagram.
3. Parking is not allowed in the first and second layers.

Proposed Zoning

Legend

- Green Street
- Street Vacation
- Mixed-Use Street
- Neighborhood Street
- Pedestrian Priority
- Pedestrian-Friendly
- Required Open Space
- Urban Zone
- Transition
- College Campus- Mixed-Use

Note: Parcels with no desgination are considered General Frontage



Elements of the Code

Structure of the Code

- Introduction
- Neighborhood Structure
- Components of the Code
- Administration
- Schedule of Uses
- Definitions

Design and Development

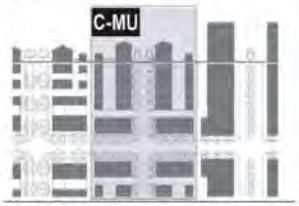
- Building and Site Development Standards
- Building Design
- Street Design
- Streetscape / Landscape
- Open Space Standards
- Sign Standards

Key Concepts

Retain Smart Code format for site and building standards

6.9 Commercial Mixed Use Neighborhood Transect Zone

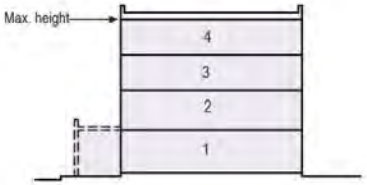
Commercial Mixed Use



BUILDING FUNCTION (see Table 5-1)	
Residential	Restricted along ground floors with Ped. Priority Frontage designations per NRP
Lodging	Open use (see Table 5-1)
Office	Open use (see Table 5-1)
Retail	Open use (see Table 5-1)
BUILDING CONFIGURATION	
Principal Building	1 stories min., 4 max.
Outbuilding	NA
LOT STANDARDS	
Lot Width	18 ft. min., No max.
Lot Coverage	100% max.
BUILDING DISPOSITION	
Edgeyard	Not permitted
Sideyard	Permitted
Rearyard	Permitted
Courtyard	Permitted
BUILD-TO-ZONES – PRINCIPAL BUILDING	
(g.1) Front	5' min., 12' max.
(g.2) Secondary Front (corner lot)	5' min.; 12' max.
(g.3) Side (Interior)	0' min.; no max.
(g.4) Rear	5' min; or 15' from the centerline of an alley
FRONTAGE BUILD OUT	
Pedestrian Priority Frontage	75% min.
Pedestrian Friendly Frontage	60% min.
General Frontage	No min. requirement
PRIVATE FRONTAGES	
Common Yard	Not permitted
Porch & Fence	Not permitted
Terrace or Lightwell	Permitted
Forecourt	Permitted
Stoop	Permitted
Shopfront & awning	Permitted
Gallery	Permitted
Arcade	Permitted
PARKING PROVISIONS	
Residential Uses	1 space per unit min.
All non-residential uses (except Lodging uses)	1 space per 500 sq.ft. of building area
Lodging uses	0.75 space per lodging room
Parking reductions	Per Minor Modification Table 4-3

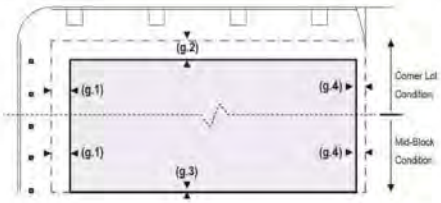
BUILDING CONFIGURATION

1. Building height shall be measured in number of stories, excluding attics and raised basements.
2. Stories shall not exceed 14 feet in height from finished floor to finished ceiling, except for a first floor commercial function which must be a minimum of 12 feet.
3. Height shall be measured to the eave or roof deck.



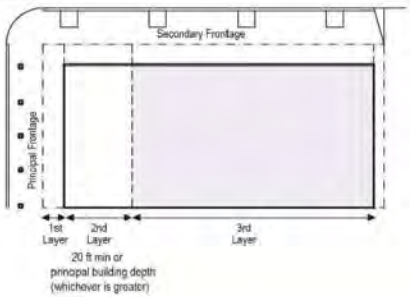
BUILD-TO-ZONES – PRINCIPAL BLDG.

1. The facades and elevations of principal buildings shall be placed between the minimum and maximum setbacks as shown.
2. Facades shall be built along the principal frontage to the minimum specified width based on the Frontage designation per the NRP.
3. Accessory building build-to-zones shall meet the standards of Principal Buildings



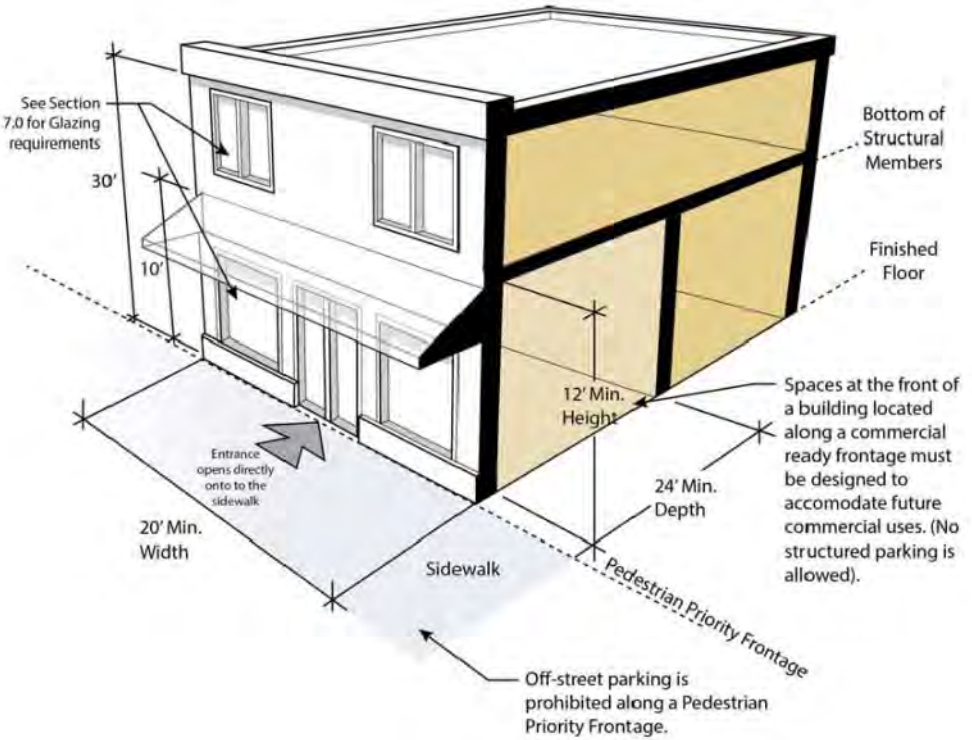
PARKING PLACEMENT

1. Uncovered parking spaces may be provided within the third layer as shown in the diagram.
2. Covered parking may be provided within the third layer as shown in the diagram.
3. Parking is not allowed in the first and second layers.
4. Service and utility functions (trash receptacles, meters, etc.) shall be located in the third layer as shown in the diagram.



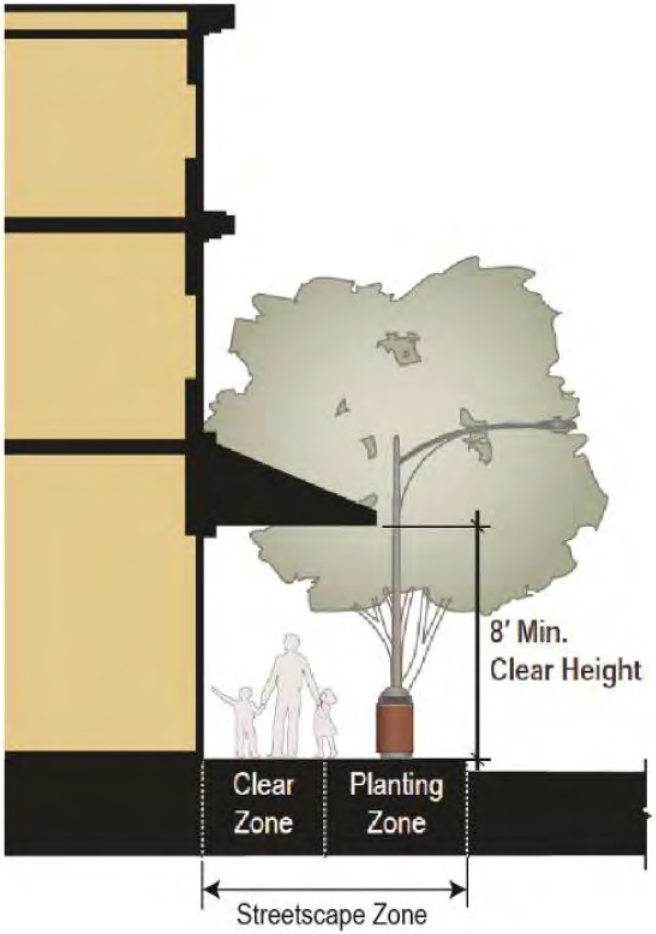
Key Concepts

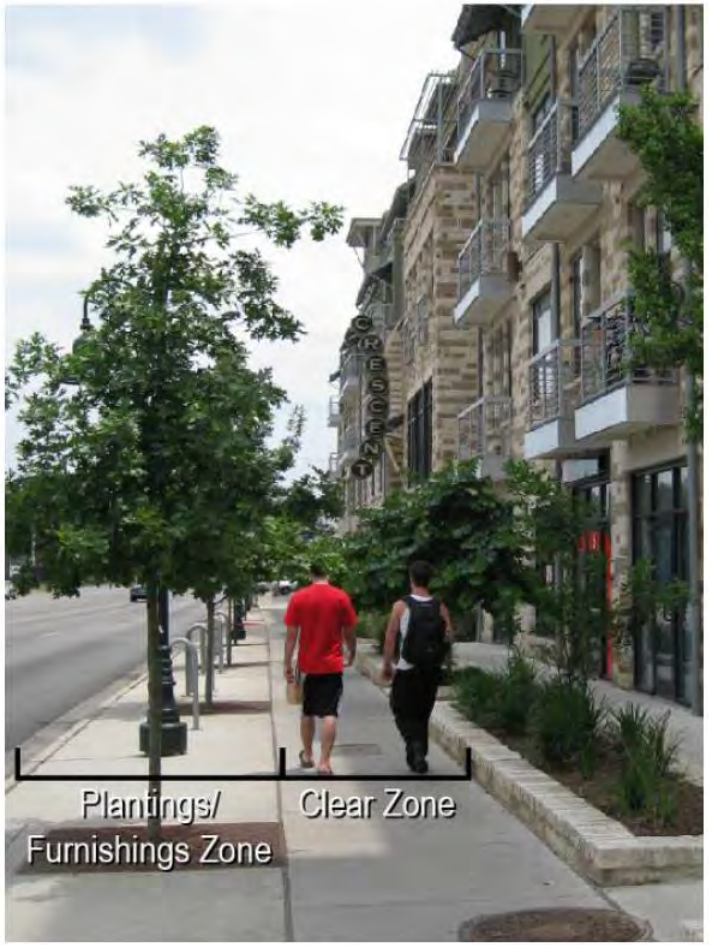
Utilizes diagrams to explain intent



Key Concepts

Focus on the relationship between the public and private realm





Key Concepts

Embeds the key design elements of the current design guidelines

Table 7-XX Required Minimum Façade Transparency by Façade Frontage Type

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

Next Steps

- **Finalize Strategies** based on tonight's input
- **Submit Final Zoning package, Implementation Plan**
- **Host Training for Zoning and Implementation for staff: December 2014**

- Additional Comments or Questions:
  - Scott Grummer, City of Conway

    Email: Scott.Grummer@cityofconway.org

    Phone: (501) 450-6105 ext. 3724

More Info: www.imaginecentralarkansas.org

www.imagineconway.com

MARKET ANALYSIS

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Market Analysis

Markham

Conway, Arkansas

catalyst

February 2014

catalyst

Market Analysis

Markham Conway

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
This Study Area for the Markham Street Jumpstart Area market assessment is bounded to the west by Parkway Ave., to the east by US 64, to the south by Oak Street, and to the north by Spruce Street. As part of this effort, Catalyst reviewed the capacity for retail, office, and multi-family in the Conway 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 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.

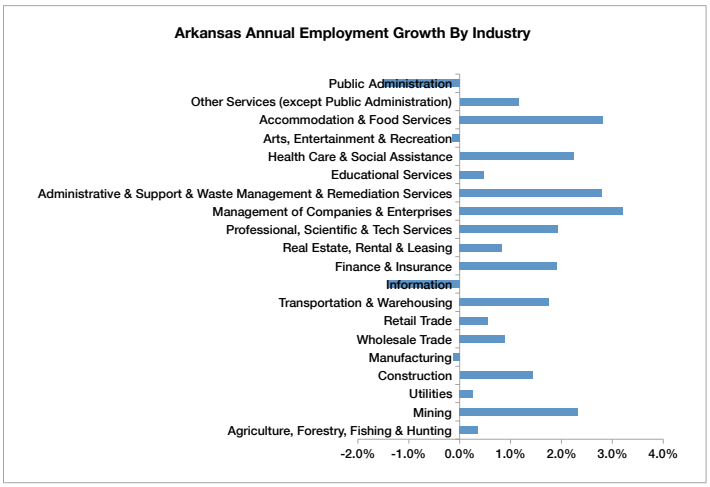
Residential Development Opportunity
Catalyst estimated the projected annual demand for multi-family in the City of Conway. The analysis included a review of the performance and characteristics of the existing and planned supply of multi-family developments in order to forecast the market capture, product mix, and recommended price range. Our findings show multi-family demand is strong in Conway 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 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 Conway 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 Conway. A majority of retail demand stems from the local residential population base. An often coined phrase is “retail follows rooftops.” Typically, the residential provides 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 restaurant. 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.

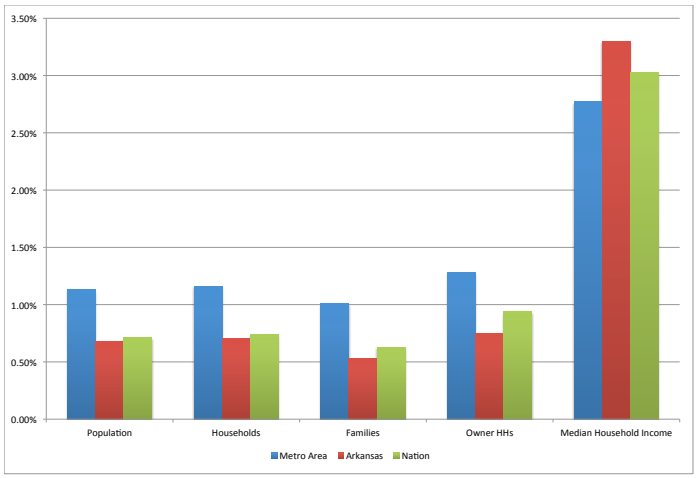
About Arkansas
Arkansas has a diverse and active economy. As of 2010 Arkansas had a population of 2,950,000. Arkansas had a population gain of over 9.1% between 2000 - 2010. This equates to approximately 242,000 people. The per capita income of Arkansas is $22,007, and the median household income is $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 sectors including professional and business services, leisure and hospitality, education and health, and construction. Year-to-date home sales were 11.8% higher than in 2012, and home prices in Arkansas grew by 9.5% since the second quarter of 2011. Arkansas is projected to experience 2.3% real GDP growth in 2014 and 3% growth in 2015, compared to 2.3% and 2.8% growth for the nation.



(Source: BLS)

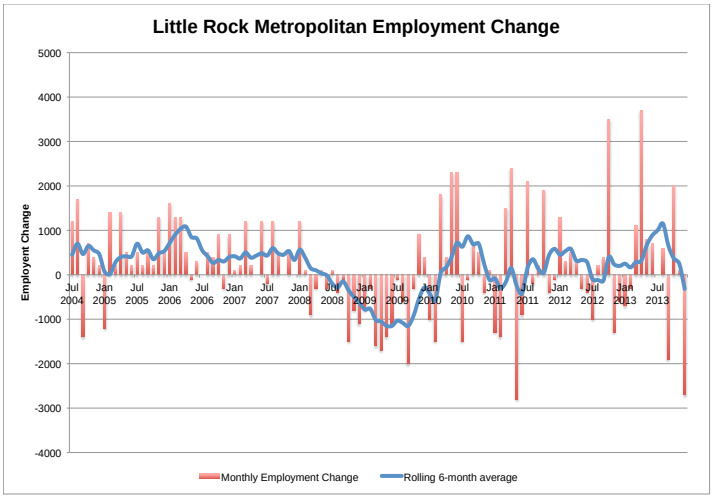
Both the population and households in Arkansas are projected to grow less than 1% annually. Household income will grow at nearly 3% annually.



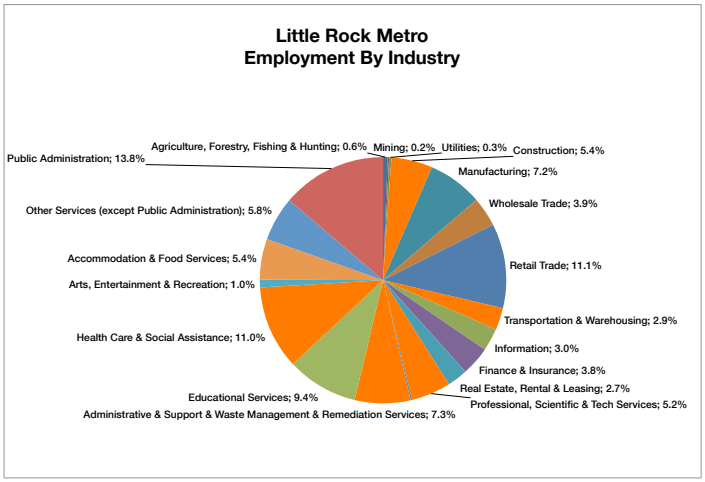
(Source: ESRI)

Little Rock MSA

The Central Arkansas Region continues to experience slow and steady growth. The metro area unemployment rate is 6.8%, which is 0.7% lower than the state rate and 0.3% lower than the national rate. The Little Rock metro area gained 1,100 jobs, a 5% increase year-over-year since November 2012. The local area has experienced job losses in the public sector, information sector, and wholesale trade. The sectors that experienced the strongest job growth are distribution and warehousing, retail trade, and educational health services.



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



(Source: ESRI)

02 Existing Conditions

2.1 Demographics

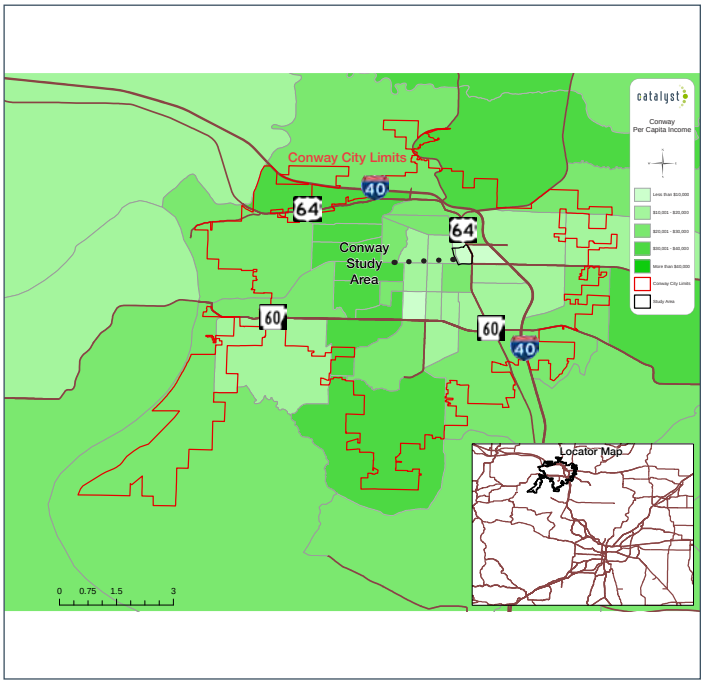
According to the Environmental Systems Research Institute (ESRI), the City of Conway has a population of 58,908 people and 22,399 households and is expected to grow to over 71,138 people (69%) and 27,386 households (55%) by 2018. Over 50% (11,236 units) of the existing housing inventory is owner-occupied. In Conway, the population is spread out with 45% under the age of 20. 25% from 18 to 24, 27% from 25 to 44, 19% from 45 to 64, and 8.7% who were 65 of age or older. The median age is 27 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, 44% of households earn over $50,000 annually, and that is expected to increase to 51.9% of households over the next 5 years. The median household income in the city is nearly $42,000 annually and is projected to increase to $51,000 by 2018. The per capita income is $24,037 and is project to increase to $27,601 by 2018.

The racial composition is 77.4% White, 15.6% Black, 2% Asian/Pacific Islander, and 5% identify as American Indian, two or more races, or other. Of these racial categories, 5.1% of the population is Hispanic.

Conway has an average household disposable income greater than $41,000 in over 22,400 homes. Therefore, the total disposable income for the City of Conway is nearly $3.5B. Over 44% of the households have a disposable income greater than $50,000; over 27% of households have a disposable income greater than $75,000, and over 16% have a disposable income greater than $100,000. Assuming 30% of disposable income is spent on retail and restaurants, Conway residents spend nearly $602M on retail goods and services annually.

Disposable Income



This map represents the income by block group

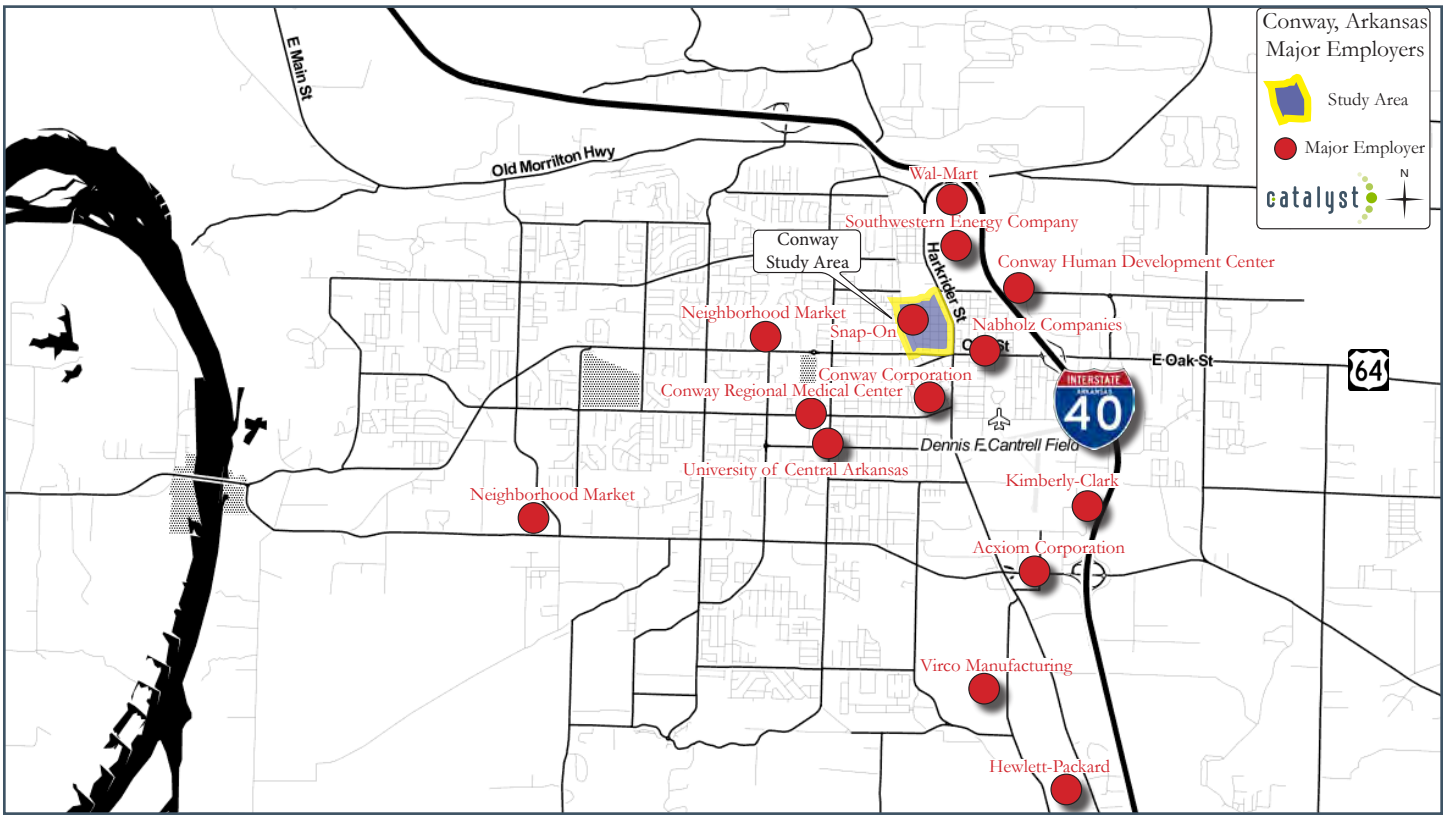
Income - EXHIBIT 2.1

2.2 Major Regional Employment

Workforce

Conway has several major employers that offer many different types of jobs. Besides public sector jobs, the largest employers are Axiom Corporation (2,000 employees) and the University of Central Arkansas (1,500 employees). Within a 3-mile radius from the study area there are over 2,734 business that employee nearly 21,588 workers. The major employers in the area with 500 or more employees are depicted on the map below in relation to the study area. Additional employers and the number of employees are listed on the table below.

Research of workforce spending patterns indicate that workers spend approximately $195 per week on various daily expenditures. Therefore, there is a potential $4.2M in weekly workforce spending on retail and restaurants within a 3-mile radius of the study area. Excluding transportation, the largest portion of spending is for restaurants and fast-food eating establishments, which collectively account for 16% of weekly expenditures. Among goods and services spending, grocery stores are estimated to capture the largest portion at 9% of weekly expenditures.



This map represents the major employers
Major Workforce - EXHIBIT 2.3

EMPLOYER	EMPLOYEES
Acxiom Corporation	2000
University of Central Arkansas	1500
Hewlett-Packard	1400
Conway Regional Medical Center	1330
Southwestern Energy Company	1200
Conway Human Development Center	1200
Conway Public School District	1100
Walmart	825
Kimberly-Clark Corporation	700
Virco Manufacturing	600
Snap-on	570
Nabholz Companies	500
Schlumberger	450
City of Conway	415
Hendrix College	350
TOKUSEN, U.S.A., Inc.	312
Rock-Tenn Co.	300
Kroger	300
Faulkner County	250
Centennial Bank	240

EMPLOYER	EMPLOYEES
Heritage Publishing	235
SFI of Arkansas, Inc.	210
Cudd Energy Services	200
International Paper	200
IC Corporation	200
Conway Corporation	200
American Management Corporation	200
First Security Bank	200
Arkansas One Call	180
Target	150
Lowe's	135
Crafton Tull Sparks	130
Belk	109
Home Depot	105
Klaasmeyer Construction	100
Interstate Group	100
Douglas Companies	100
Kohl's	100
Vacation Tour and Travel	100
US Compounding	100

2.3 Regional Commuter Patterns

Traffic Counts

The study area is located along Markham Street and bounded to the west by Parkway Ave., to the east by US 64, to the south by Oak Street, and to the north by Spruce Street. A strong flow of traffic exists in and around this intersection. There are 17,000 vehicles per day (VPD) along Harkrider St. south of Walnut, 15,000 VPD along Van Ronkle St. west of Harkrider, 4,200 VPD along Parkway Ave. north of Smith, and 2,800 VPD along Mill St. east of Parkway.

There area total of 39,000 VPD that travel 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	Harkrider St.	South of Walnut	17,000
2	Van Ronkle St.	West of Harkrider	15,000
3	Parkway Ave.	North of Smith	4,200
4	Mill St.	East of Parkway	2,800
Total			**39,000**

(Source: Costar)

Regional Traffic Counts Map

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

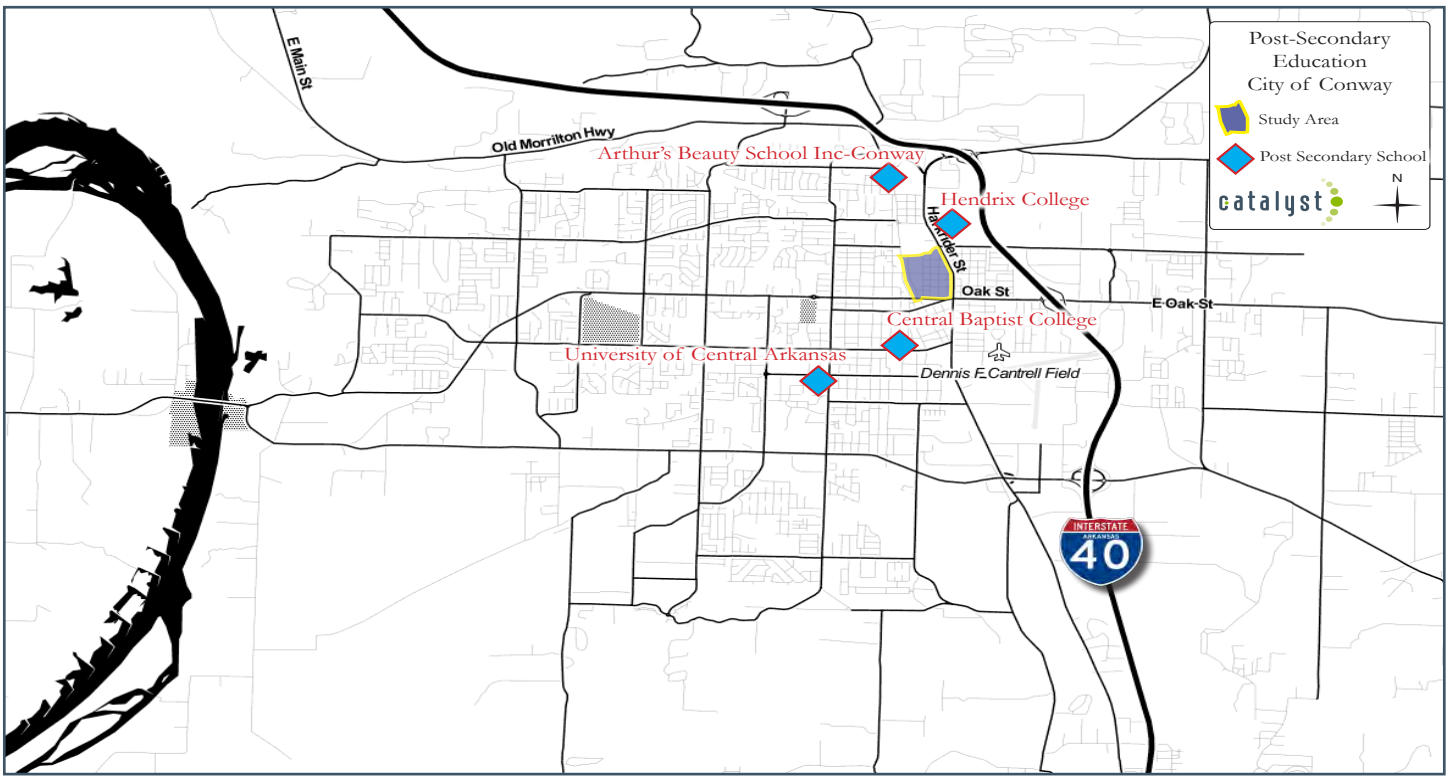
2.4 Student

There are 4 college campus located within 2 miles of the study area with a total enrollment of nearly 14,400 students. The two largest campuses are the University of Central Arkansas with over 11,000 enrolled students and Hendrix College with nearly 1,400 enrolled students. Both of these campuses are located within 2 miles from the study area. Other colleges include Central Baptist College with 832 students and Arthur's Beauty School with 70 students.

SCHOOLS	ENROLLMENT	DISTANCE (MILES)	CAPTURE
Arthur's Beauty School	70	Less Than 1	5%
Hendrix College	1,388	Less Than 1	5%
Central Baptist College	832	1	5%
University of Central Arkansas	11,107	2	5%
Total	13,397		670

(Source: IPEDS)

Student Map



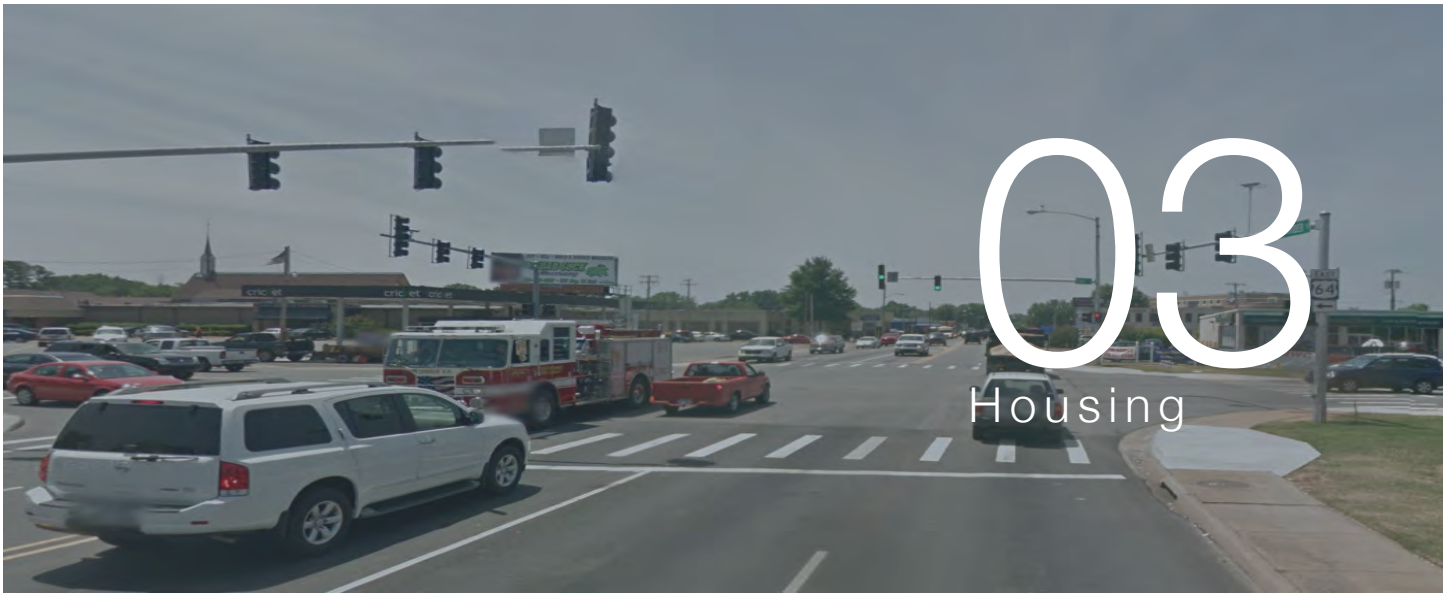
This map represents major schools

Student - EXHIBIT 2.3

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 $2.3M 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 have direct access to a number of amenities including entertainment, restaurants, retail and job opportunities.

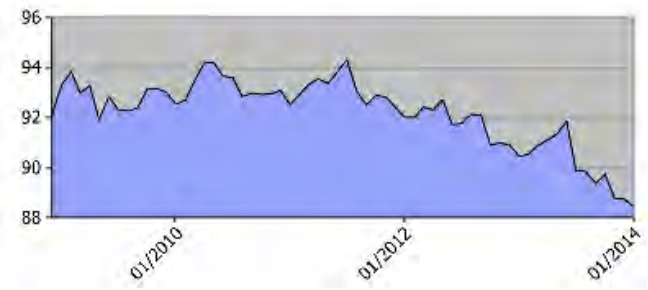
3.1 Multifamily Trends

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.

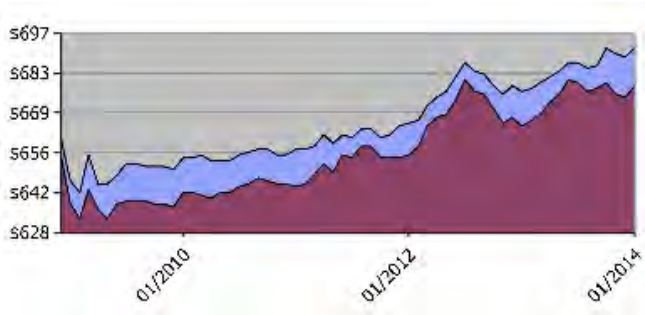
There are 18 multifamily developments with over 4,144 units in the Conway Submarket. The average unit size is 816 SF with effective rents of $0.75 per SF. The average occupancy rate for all properties is 91%, and for properties built within the last 10 years the average occupancy rate is 92%

There are several new multifamily developments that recently became available in the Conway Submarket including the Row Houses at Hendrix Village and the Edge at Donaghey. The Row Houses are part of Hendrix Village, a highly amenitized and energy star certified multifamily development. The Edge at Donaghey is a fully furnished student community located across from the University of Central Arkansas. Two projects planned for Downtown Conway along Main Street and Front Street will provide an additional 200 units. Additional multifamily units are planned as part of Central Landing, the mixed use redevelopment at Cantrell Field.

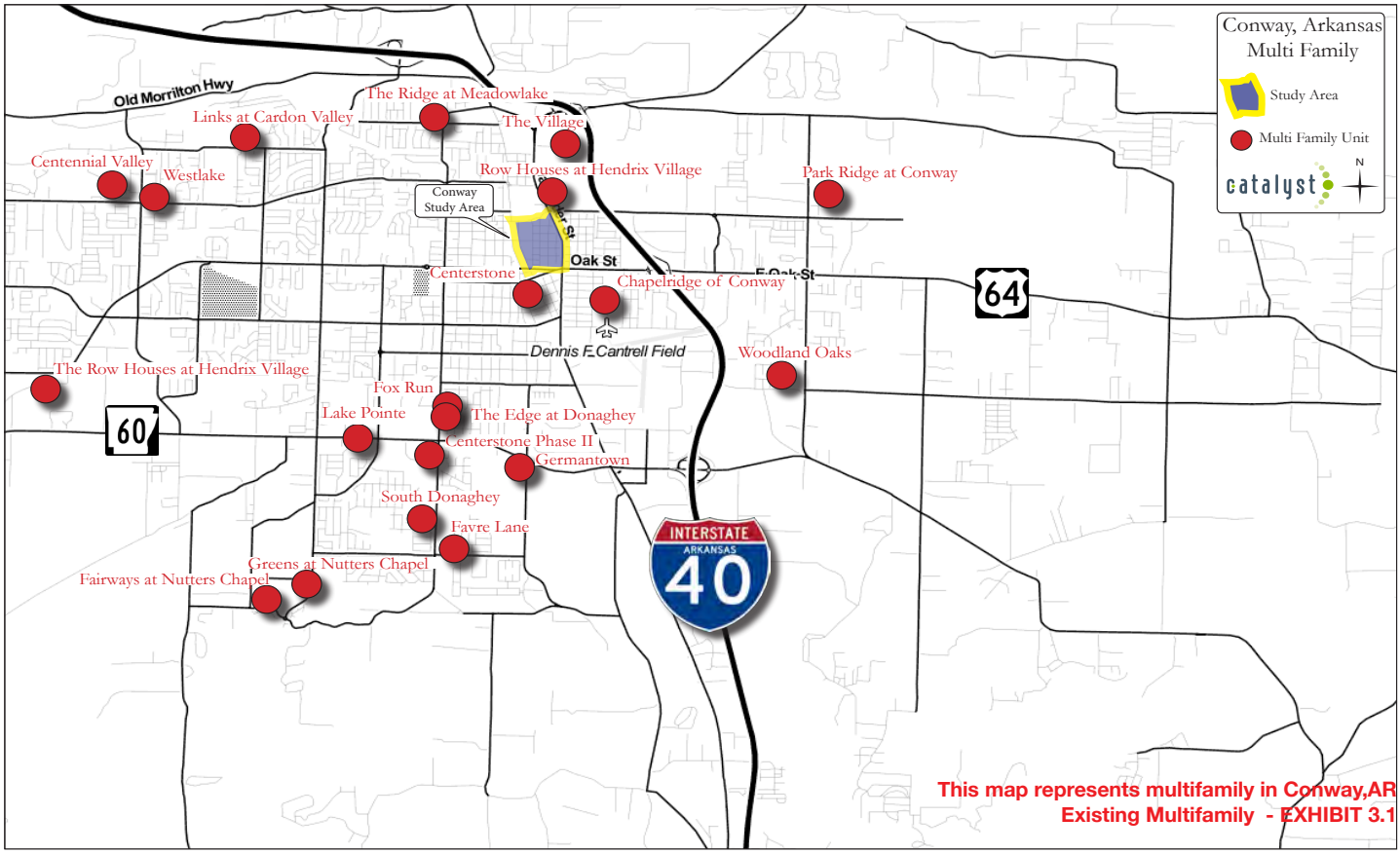
Multifamily Occupancy



Multifamily Market v Effective Rent



Multi-family Map



The Conway submarket out performs the greater metro market in terms of occupancy but commands lower rents. The average occupancy in Conway is 91% compared to 89% for the overall metro market, while average effective rents are $.71/SF in Conway compared to $.79/SF for the metro market. The average age of existing developments is 15 years old within the Conway submarkets, and six of the existing development are less than 10 years old.

The newer developments include Centerstone, Fairways at Nutters Chapel, and the Row Houses at Hendrix Village. Centerstone Phase II, is an 88-unit multi-family style development located just south of the study area and command rents of $.84 per SF. The Fairways at Nutters Chapel is a 360 unit traditional garden style development with effective rents of $.71 per SF. One of the newest developments, the Row Houses is located in Hendrix Villlage with easy access to the nature trails at the Hendrix Creek Preserve and neighborhood restaurants. Amenities include granite countertops, walk-in closets, and stainless steel appliances. Asking rents for the Row Houses are a $1.10 per SF, the highest in the submarket. The multifamily market is likely to strengthen with projected job growth in the Little Rock Metro Area and higher standards for mortgages shifting cultural preferences for rental units.

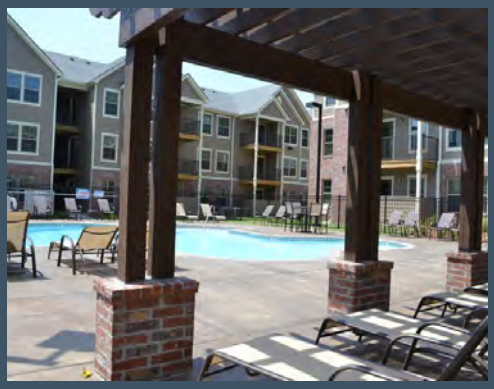
CONWAY EXISTING MULTIFAMILY RENT RATES

# Units		Efficiency	1BR	2BR	3BR
SF	Low	0	504	672	1050
	Medium	1	628	921	1170
	High	0	889	1,151	1,299
Market Rent/SF					
	Low	$0.00	$0.56	$0.48	$0.52
	Medium	$0.00	$0.83	$0.65	$0.67
	High	$0.00	$0.99	$0.80	$0.85
Effective Rent/SF					
	Low	$0.00	$0.56	$0.48	$0.51
	Medium	$0.00	$0.79	$0.62	$0.66
	High	$0.00	$0.93	$0.80	0.85

EXISTING MULTIFAMILY PROPERTIES						
Property Name	**# Units**	**Avg. Size SF**	**Year Built**	**Avg. Rent**	**$/SF**	**Occ. Rate**
Centennial Valley	480	813	1998	$543	$0.67	N/A
Centerstone	264	1,007	2011	$822	$0.82	98
Centerstone Phase II	88	901	2013	$761	$0.84	N/A
Chapel Ridge Conway	148	974	2002	$571	$0.59	88.8
Fairways at Nutters Chapel	360	798	2011	$620	$0.78	N/A
Fox Run	156	640	1987	$467	$0.73	N/A
Germantown	132	640	1991	$445	$0.70	N/A
The Greens at Nutters Chapel	540	798	2009	$633	$0.79	N/A
Lake Pointe	132	640	1992	$458	$0.72	N/A
Links at Cadron Valley	552	880	2006	$622	$0.71	N/A
Park Ridge at Conway	48	983	2007	$565	$0.57	92
Ridge at Meadowlake	320	808	1999	$575	$0.71	91
Row Houses	-	680	2013	$750	$1.10	N/A
Salem Park	144	578	1990	$424	$0.73	N/A
South Donaghey	134	597	1983	$308	$0.52	97
Village	102	858	1983	$600	$0.70	77
Westbury Park	64	984	1986	$544	$0.55	94
Westlake	312	753	1998	$520	$0.69	N/A
Woodland Oaks	168	1,043	2004	$599.00	$0.57	93.4

Existing Multifamily Properties

Centerstone Phase I



Centerstone II

Chapel Ridge Conway

Village

Westlake

Ridge at Meadowlake

Source: ALNapartmentdata

3.2 Multi-family Demand

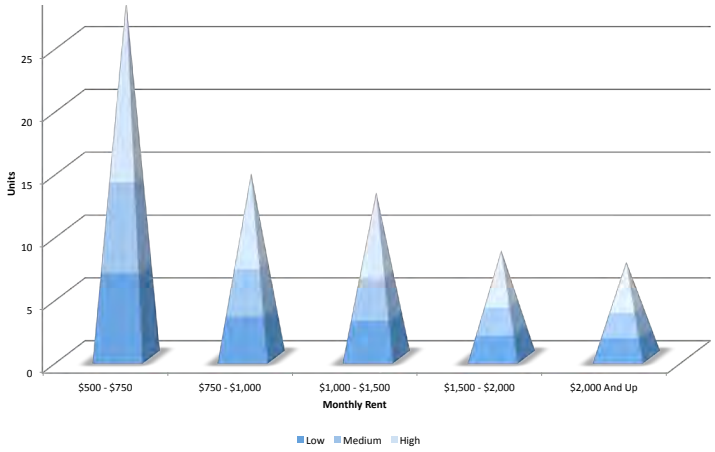
Potential demand for multifamily residential was analyzed by examining current and future household demand for new high density rental units across multiple income categories in the metro area. Trends were then analyzed to estimate the capture of new rental demand for the City of Conway.

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.

The combined annual demand of new households in the Little Rock region, existing renter households, and existing owner households for multifamily housing is projected to be a total of 32,000 units.

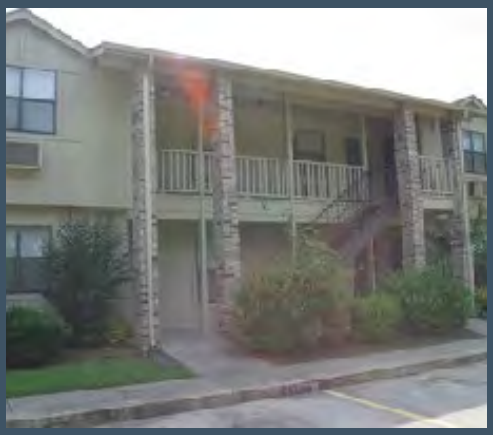
Study Area Demand
Based on recent trends, the Conway Market has the potential to capture approximately 250 to 300 units annually. The Markham Street Study Area may capture 30 to 80 units of the projected demand. The largest portion of this demand will be for monthly rents less than $750, but there is market demand to support higher rent developments with greater amenities.

Annual Multi-family Demand



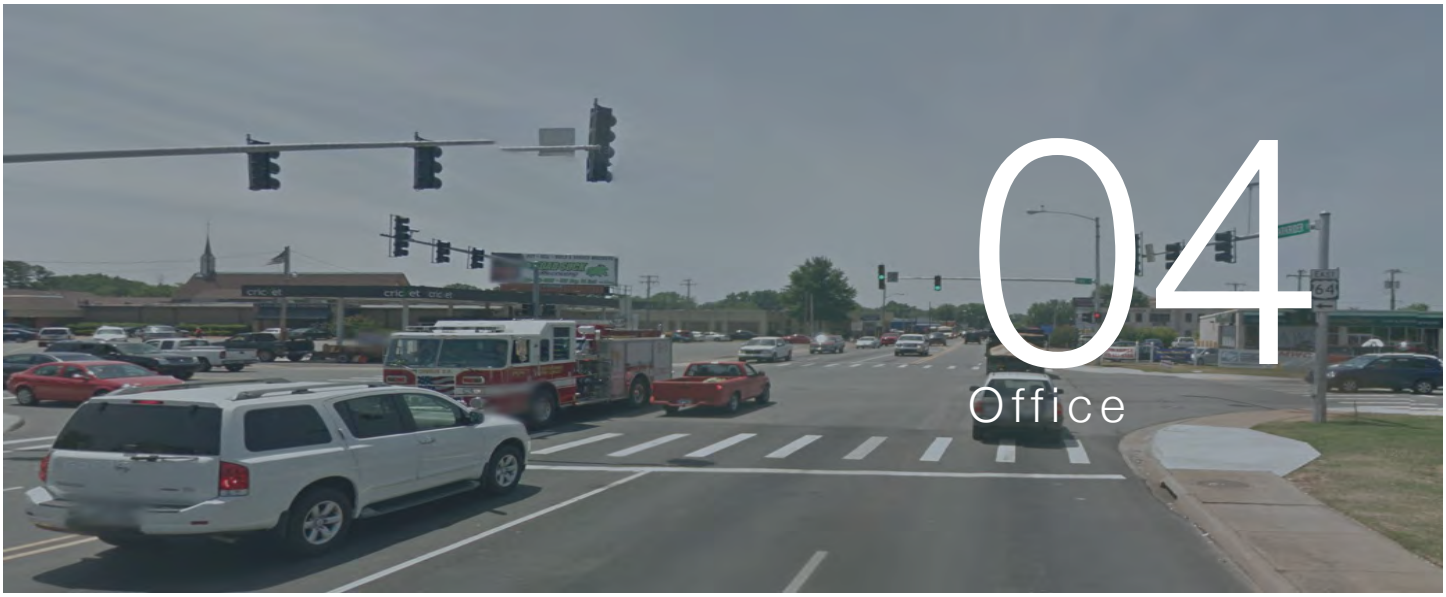
Existing Multifamily Properties


Fairways at Nutter Chapel


Fox Run


Westlake

(Source: ALNapartmentdata)



04 Office

Conway is one of the top performing markets in the overall Little Rock Market.

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 overall vacancy rate is 11.5%, down from 11.8% year over year. The median leasing rates remained steady at $11.43/SF. The low leasing rates coupled with low leasing activity may limit demand for new construction activity.

Conway is one of the top performing markets in the overall Little Rock Market. There is over 1M SF of Class A & B office space in the Conway Market. The majority of this space is is privately owned and very little vacant space is available. However, the proposal for the Central Landing mixed use redevelopment planned for the airport site at Cantrell Field includes contain 200,000 SF of office space.

The current limited office space along with projected growth in office jobs may create additional demand for speculative and/or boutique office space.

OFFICE MARKET STATISTICS

	RBA	VACANT (%)	VACANT (SF)	NET ABSORPTION PER QTR	NET ABSORPTION EA YEAR	Avg. Price Per SF
Downtown	6,562,814	9.7%	633,385	28,441	84,881	$9.57
East	114,735	0.0%	-	0	0	
Jacksonville	12,472	0.0%	-	0	0	
Maumelle	170,646	17.9%	30,600	0	-12,400	$10.64
Midtown	1,909,260	23.4%	447,571	6,789	2,894	$18.50
North Little Rock	669,055	5.2%	34,463	-6,280	-5,587	$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
Southwest	10,400	0.0%	-	0	0	
West	3,780,216	9.0%	341,676	-8,149	-40,878	$15.06
Market Total	14,069,308	11.5%	1,622,281	54,180	34,849	$11.43

(Source: CBRE)

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

LITTLE ROCK OFFICE EMPLOYMENT & GROWTH, 2012 - 2020

INDUSTRY	PERCENT OF TOTAL BUSINESS	PERCENT OF TOTAL EMPLOYMENT	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	2%	0.6%	1,956	0.4%	7	28.9%	565	2	(7)
Mining	0%	0.2%	786	2.3%	18	27.2%	214	5	0
Utilities	0%	0.3%	1,075	0.3%	3	46.9%	504	1	(60)
Construction	9%	5.4%	17,892	1.4%	256	20.3%	3,632	52	934
Manufacturing	3%	7.2%	24,025	-0.1%	(29)	32.2%	7,736	(9)	(211)
Wholesale Trade	4%	3.9%	13,019	0.9%	116	38.8%	5,051	45	390
Retail Trade	11%	11.1%	37,041	0.6%	208	21.5%	7,964	45	387
Transportation & Warehousing	3%	2.9%	9,646	1.8%	170	25.8%	2,489	44	199
Information	2%	3.0%	9,860	-1.4%	(138)	68.1%	6,715	(94)	225
Finance & Insurance	4%	3.8%	12,546	1.9%	240	85.8%	10,764	206	664
Real Estate, Rental & Leasing	5%	2.7%	8,989	0.8%	74	22.9%	2,058	17	148
Professional, Scientific & Tech Services	12%	5.2%	17,314	1.9%	334	87.7%	15,184	293	5,290
Management of Companies & Enterprises	0%	0.2%	616	3.2%	20	85.3%	525	17	4
Administrative & Support & Waste Management & Remediation Services	18%	7.3%	24,265	2.8%	678	33.3%	8,080	226	1,085
Educational Services	2%	9.4%	31,344	0.5%	151	83.3%	26,110	126	1,979
Health Care & Social Assistance	7%	11.0%	36,742	2.2%	821	30.8%	11,317	253	2,549
Arts, Entertainment & Recreation	2%	1.0%	3,443	-0.2%	(5)	26.2%	902	(1)	152
Accommodation & Food Services	4%	5.4%	17,984	2.8%	507	6.7%	1,205	34	38
Other Services (except Public Administration)	11%	5.8%	19,340	1.2%	223	41.2%	7,968	92	756
Public Administration	2%	13.8%	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

Little Rock's economy is influenced by government, and proposed reductions in defense and government spending may have a negative impact on the overall office market in coming years. However, according to the Department of Labor job growth is projected across numerous major industries in the Little Rock Metro Area.

The current number of jobs by industry for the City of Conway was examined along with projected job growth by industry and occupation projections to estimate annual office job creation.

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. Conway is estimated to capture over 6% of new office jobs, which may create 12,300 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.

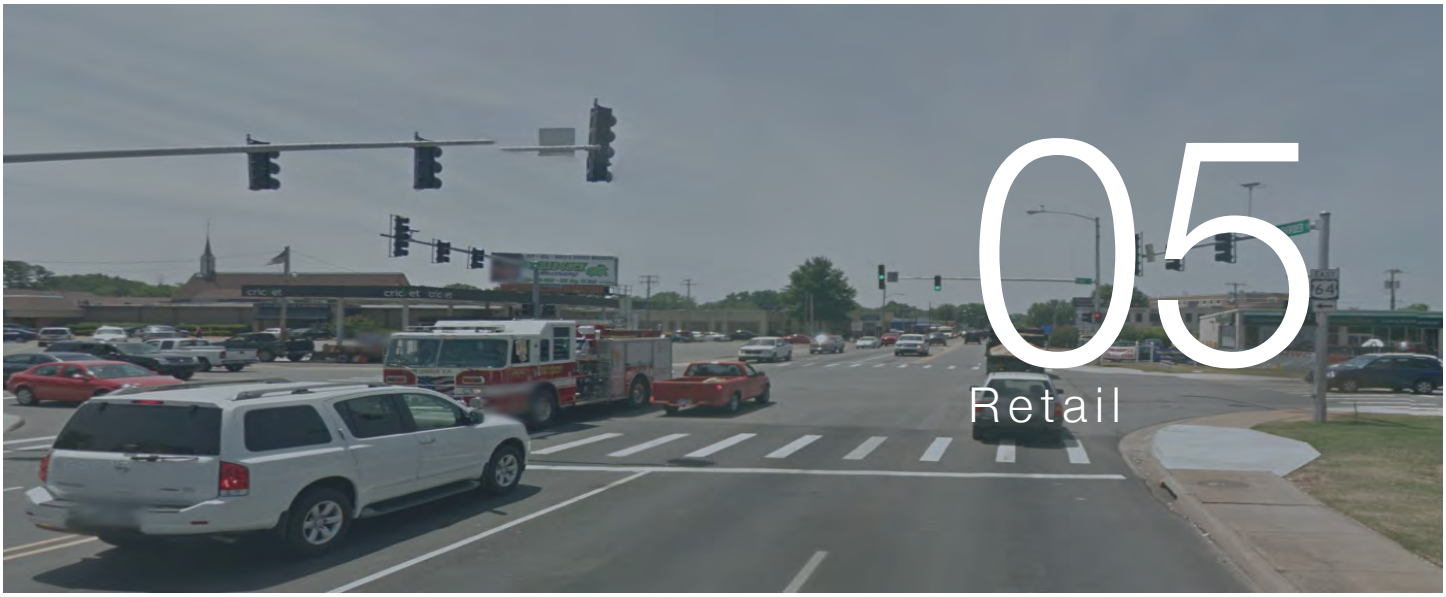
Currently, little vacant office space exists in Conway. Given the rentable building area of 1.2M SF, the vacant office space expected for normal market operation is 126,000 SF. Job growth in the submarket may support 12,300 SF of office space. In addition the market may absorb an additional 90,000 SF of office space for normal market function. Therefore, the Conway Office Market may absorb approximately 100,000 SF of new office space annually. The Markham Street Study Area may reasonably capture a portion of new office demand from the submarket. However, office absorption will be impacted by both the context of the development in the study area, as well as the nearby planned developments of Central Landing and Lewis Crossing.

ANNUAL OFFICE JOB GROWTH	
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
Conway Submarket New Office Demand	
Percent Capture of Metro Office Job Growth	6%
Conway Submarket New Office Jobs	62
Cumulative New Office Demand (SF)	12,312

(Source: ESRI, Arkansas Department of Workforce Services, Catalyst

POTENTIAL OFFICE DEMAND	Market Total	Conway Submarket
RBA	14,069,308.00	1,200,000
Vacant	11.5%	3.0%
Vacant (SF)	1,622,281	36000
Occupied	88.5%	97.0%
Occupied Space (SF)	12,447,027	1,164,000
Net Absorption Quarter over Quarter	54,180	-
Net Absorption Year over Year	34,849	-
Potential New Office Demand (2012 - 2020)	194,137	12,312
Avg. Vacancy Rate	11%	11%
Frictional Vacancy SF	1,477,277	126,000.00
Potential New Demand Absorption of Existing Space	145,004	(90,000)
Potential New Demand Absorption New Office Space	**49,133**	**102,312**
Potential Absorption New Office Space - Markham Study Area		**8,185**

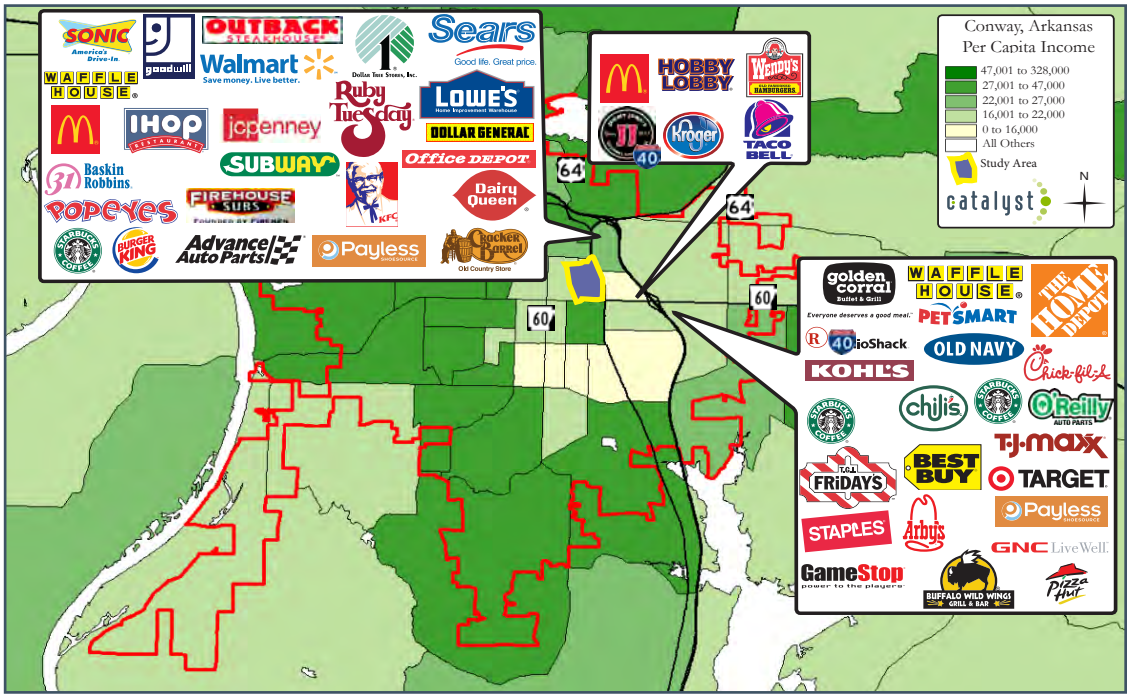
(Source: CBRE, ESRI, BLS, Catalyst)



05 Retail

This map represents major retailers near the Study Area

Major Retail - EXHIBIT 5.1



5.1 Retail

The study area is located along Markham Street in Conway, Arkansas. There are a few discount retailers at the intersection of Markham St. and Garland St. The strongest node of existing retail lies along the southwest intersection of the study area at the intersection of Front St. and Main St. This is primarily workforce oriented retail but includes a wide variety of goods and services including financial, furniture, jewelers, and auto-oriented goods and services. Most of these retailers are either local or regional operators.

A major mixed-use development, Central Landing, on 150 acres is planned for the former airport site in Conway, which is located about 3 miles from the study area. Jim Wilson and Associates, in partnership with the Conway Development Corporation plan to feature a lifestyle component anchored by large retail and specialty stores, restaurants, multifamily, and office real estate products. The development is planned to include 750,000 SF of retail.

The development will create a regional pull for shopping and entertainment. The development will limit opportunity for competing retail. However, there is potential to leverage the development for complimentary purposes including retail and multifamily.

The city of Conway is also working on a redevelopment of a 28 block area near downtown and Hendrix College that will include mixed-use retail, restaurant, and other services.

Collett & Associates LLC of Charlotte, N.C., is working on plans to develop a 60 acre project named Lewis Crossing. Lewis Crossing is a proposed 442,000-SF power center with national destination retail and restaurants.

SCHOOLS	ENROLLMENT	DISTANCE/MILES	CAPTURE
Arthur's Beauty School Inc-Conway	70	Less Than 1	5%
Hendrix College	1,388	Less Than 1	5%
Central Baptist College	832	1	5%
University of Central Arkansas	11,107	2	5%
Total	13,397		670
Total	**13,442**		**3,594**

(Source: NCFES)

There is potential for the subject area to capture over $2.3M in student retail expenditures annually.

5.1 Student Generated Retail Demand

There are over 13,000 students enrolled in various college campuses within close proximity to the study area. The two largest campuses are the University of Central Arkansas (11,107) and Hendrix College (1,388). Both of these campuses are located less than 2 miles from the subject area.

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 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 $2.3M in student retail expenditures annually, which may support nearly 6,000 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%), 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%	$617,815	475	1,301
Limited-Service Eating Places	7%	88%	$221,258	300	738
Full-Service Restaurants	11%	83%	$346,049	425	814
Auto Parts, Accessories, & Tire Stores	15%	95%	$529,115	500	1,058
Clothing Stores	4%	73%	$101,452	275	369
Shoe Stores	4%	73%	$101,452	150	676
Jewelry, Luggage, & Leather Goods	4%	73%	$101,452	315	322
Electronics & Appliance Stores	16%	10%	$58,561	300	195
Health & Personal Care Stores	11%	65%	$258,590	300	862
Entertainment	9%	7%	$22,677		
Total	**97%**		**$2,335,744**	**3040**	**6,335**

(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	21,588
Total Weekly Expenditures	$195
Percent Capture	10%
Total Annual Expenditures	**$14,649,617**

*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 2,734 business that employee nearly 21,588 workers within 3 miles of 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 10% of potential retail expenditures from the local workforce, which is over $14M in retail expenditures, excluding transportation and online spending.

Along I-40 in southern Conway, Little Rock's Baptist Health is planning a 100-bed hospital on 37.5 acres on the west side of I-40 at Bronnie Lane. A 200,000-SF Baptist Health Medical Center-Conway is set to start construction summer 2014 with completion scheduled for 2016. Total construction costs are estimated to exceed $55 million. The workforce and visitors generated by this development will fuel additional retail and restaurant demand.

Category	Percent	Weekly Expenditures	Annual Expenditures	Sales Per SF	Demand (SF)
Gasoline Stations	21.9%	$92,191.55	$4,609,577.70	300	15,365
Electronic Shopping & Mail-Order Houses	8.4%	$35,361.14	$1,768,057.20		
Full-Service Restaurants	8.1%	$34,098.25	$1,704,912.30	425	4,012
Limited-Service Eating Places	7.7%	$32,414.38	$1,620,719.10	300	5,402
Department Stores	3.9%	$16,417.67	$820,883.70	300	2,736
Other General Merchandise Stores	12.0%	$50,515.92	$2,525,796.00	200	12,629
Health & Personal Care Stores	11.7%	$49,253.02	$2,462,651.10	300	8,209
Grocery Stores	9.6%	$40,412.74	$2,020,636.80	475	4,254
Clothing Stores	2.0%	$8,419.32	$420,966.00	275	1,531
Shoe Stores	1.5%	$6,314.49	$315,724.50	150	2,105
Sporting Goods/Hobby/Musical Instr Stores	1.3%	$5,472.56	$273,627.90	300	912
Electronics & Appliance Stores	2.9%	$12,208.01	$610,400.70	300	2,035
Jewelry, Luggage & Leather Goods Stores	2.4%	$10,103.18	$505,159.20	315	1,604
Office Supplies, Stationery & Gift Stores	4.4%	$18,522.50	$926,125.20	300	3,087
Entertainment	2.1%	$8,840.29	$442,014.30		
Total	**99.9%**	**$420,545.03**	**$21,027,251.70**		**63,880**

(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	98	195	390
Average Weekly Spending	$131		
Total Potential Annual Expenditures	**$638,625**	**$1,277,250**	**$2,554,500**

(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

There are approximately 39,000 vehicles per day that pass within 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 $973K in annual retail expenditures by commuters. There is potential to capture $165,000 in grocery sales, $175,000 in full-service restaurants and fast food, and $68,000 in other retail categories. Currently, there is potential commuter demand to support nearly 3,800 SF in additional retail goods and services. Any additional demand will depend on population growth in the region.

CATEGORY	PERCENT	WEEKLY EXPENDITURES	ANNUAL EXPENDITURES	SALES PER SF	DEMAND (SF)
Gasoline Stations	38%	$9,750	$487,500	300	1,625
Auto Parts, Accessories, & Tire Stores	4%	$975	$48,750	500	98
Grocery Stores	13%	$3,315	$165,750	475	349
Full-Service Restaurants	7%	$1,755	$87,750	425	206
Limited-Service Eating Places	7%	$1,755	$87,750	300	293
Department Stores	3%	$737	$36,833	300	123
Other General Merchandise Stores	3%	$737	$36,833	200	184
Health & Personal Care Stores	3%	$737	$36,833	300	123
Clothing Stores	3%	$737	$36,833	275	134
Shoe Stores	3%	$737	$36,833	150	246
Sporting Goods/Hobby/Musical Instr Stores	3%	$737	$36,833	300	123
Electronics & Appliance Stores	3%	$737	$36,833	300	123
Jewelry, Luggage & Leather Goods Stores	3%	$737	$36,833	315	117
Office Supplies, Stationery & Gift Stores	3%	$737	$36,833	300	123
Other	5%	$1,365	$68,250		
Total	**100%**	**$25,545**	**$1,277,250**		**3,865**

(Source: ESRI, ICSC, Catalyst)

This chart represents the potential SF demand from of 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 18,600 households with aggregated retail expenditures of $428M. Of the total retail expenditures there is an unmet demand of $13.7M across retail categories. After applying the potential capture of unmet retail demand, the residents living within this geography may support 38,600 SF of retail space.

There are 11,500 households that reside 3 to 5 miles from the study area, and an additional 27,000 household 5 to 10 miles from the study area. Combined, these two geographies spend nearly $1B 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 $180M in annual retail expenditures. The residents living within 0 to 3 miles may support an additional 28,000 SF of retail, residents living within 3 to 5 miles may support an additional 48,000 SF of retail space, and residents living within 5 to 10 miles may support 28,000 SF.

Therefore, there is potential for the study area to capture 112,000 SF of retail goods and services. Residential growth due to migration or natural growth will also generate additional retail demand. The creation of new retail developments, including Lewis Crossing and Central Landing, will decrease the potential absorption of retail in the study area. In other words, new retail in markets that lie within 10 miles from the study area will decrease the current unmet demand and the total supportable square footage of additional retail in the Markham Study Area. However, Lewis Crossing and Central Landing will attract large national and regional retailers and restaurants. There is still strong potential for the Markham Study Area to absorb local and boutique retailers attracted to a downtown development.

Category	0 - 3 Miles	3 - 5 Miles	5 - 10 Miles	TOTAL (SF)
Automobile Dealers	-	560	-	560
Other Motor Vehicle Dealers	-	-	272	272
Auto Parts, Accessories & Tire Stores	-	308	-	308
Furniture Stores	-	319	535	975
Home Furnishings Stores	35	-	199	286
Electronics & Appliance Stores	2,493	1,360	-	3,854
Bldg Material & Supplies Dealers	-	-	-	-
Lawn & Garden Equip & Supply Stores	654	431	319	1,586
Grocery Stores	6,501	2,774	-	9,275
Specialty Food Stores	321	306	127	843
Beer, Wine & Liquor Stores	1,458	543	431	2,432
Health & Personal Care Stores	-	3,458	369	3,827
Gasoline Stations	10,794	5,522	3,728	20,043
Clothing Stores	1,422	2,382	2,035	5,839
Shoe Stores	-	775	680	1,455
Jewelry, Luggage & Leather Goods Stores	740	441	281	1,637
Sporting Goods/Hobby/Musical Instr Stores	3	665	288	1,119
Book, Periodical & Music Stores	444	159	51	710
Department Stores Excluding Leased Depts.	-	4,444	4,410	8,854
Other General Merchandise Stores	-	16,550	9,029	29,398
Florists	-	114	-	114
Office Supplies, Stationery & Gift Stores	1,094	272	118	1,605
Used Merchandise Stores	1,260	799	744	3,194
Other Miscellaneous Store Retailers	-	1,188	-	1,188
Full-Service Restaurants	231	1,284	1,181	3,230
Limited-Service Eating Places	-	3,189	2,853	6,791
Special Food Services	452	422	175	1,135
Drinking Places - Alcoholic Beverages	887	498	290	1,866
Total Demand (SF)	**28,788**	**48,762**	**28,117**	**112,394**

(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 currently of each of these demand drivers and the cumulative supportable square footage by each retail category. Based on current demand, the study area has the potential to support over 186,000 SF of retail across all retail categories. However, multifamily developments planned for Downtown Conway and Central Landing, the additional workforce and visitors created from the construction of Baptist Health Hospital, and projected employment growth in the region will fuel additional retail demand.

POTENTIAL SUPPORTABLE RETAIL SQUARE FOOTAGE BY RETAIL CATEGORY					
	Student	Workforce	Commuter	Residential	Total
Automobile Dealers	-	-	-	560	560
Other Motor Vehicle Dealers	-	-	-	272	272
Auto Parts, Accessories & Tire Stores	1,058	-	98	308	1,464
Furniture Stores	-	-	-	975	975
Home Furnishings Stores	-	-	-	286	286
Electronics & Appliance Stores	195	2,035	123	3,854	6,206
Bldg Material & Supplies Dealers	-	-	-	-	-
Lawn & Garden Equip & Supply Stores	-	-	-	1,586	1,586
Grocery Stores	1,301	4,254	349	9,275	15,179
Specialty Food Stores	-	-	-	843	843
Beer, Wine & Liquor Stores	-	-	-	2,432	2,432
Health & Personal Care Stores	862	8,209	123	3,827	13,021
Gasoline Stations	-	15,365	1,625	20,043	37,033
Clothing Stores	369	1,531	134	5,839	7,872
Shoe Stores	676	2,105	246	1,455	4,482
Jewelry, Luggage & Leather Goods Stores	322	1,604	117	1,637	3,680
Sporting Goods/Hobby/Musical Instr Stores	-	912	123	1,119	2,154
Book, Periodical & Music Stores	-	-	-	710	710
Department Stores Excluding Leased Depts.	-	2,736	123	8,854	11,713
Other General Merchandise Stores	-	12,629	184	29,398	42,211
Florists	-	-	-	114	114
Office Supplies, Stationery & Gift Stores	-	3,087	123	1,605	4,815
Used Merchandise Stores	-	-	-	3,194	3,194
Other Miscellaneous Store Retailers	-	-	-	1,188	1,188
Full-Service Restaurants	814	4,012	206	3,230	8,262
Limited-Service Eating Places	738	5,402	293	6,791	13,223
Special Food Services	-	-	-	1,135	1,135
Drinking Places - Alcoholic Beverages	-	-	-	1,866	1,866
Total Demand (SF)	**6,335**	**63,880**	**3,865**	**112,394**	**186,474**

This chart represents the total SF demand from all categories

Aggregate Demand - EXHIBIT 5.10

(Source: ESRI, BLS, Catalyst)

ADDITIONAL MAPS

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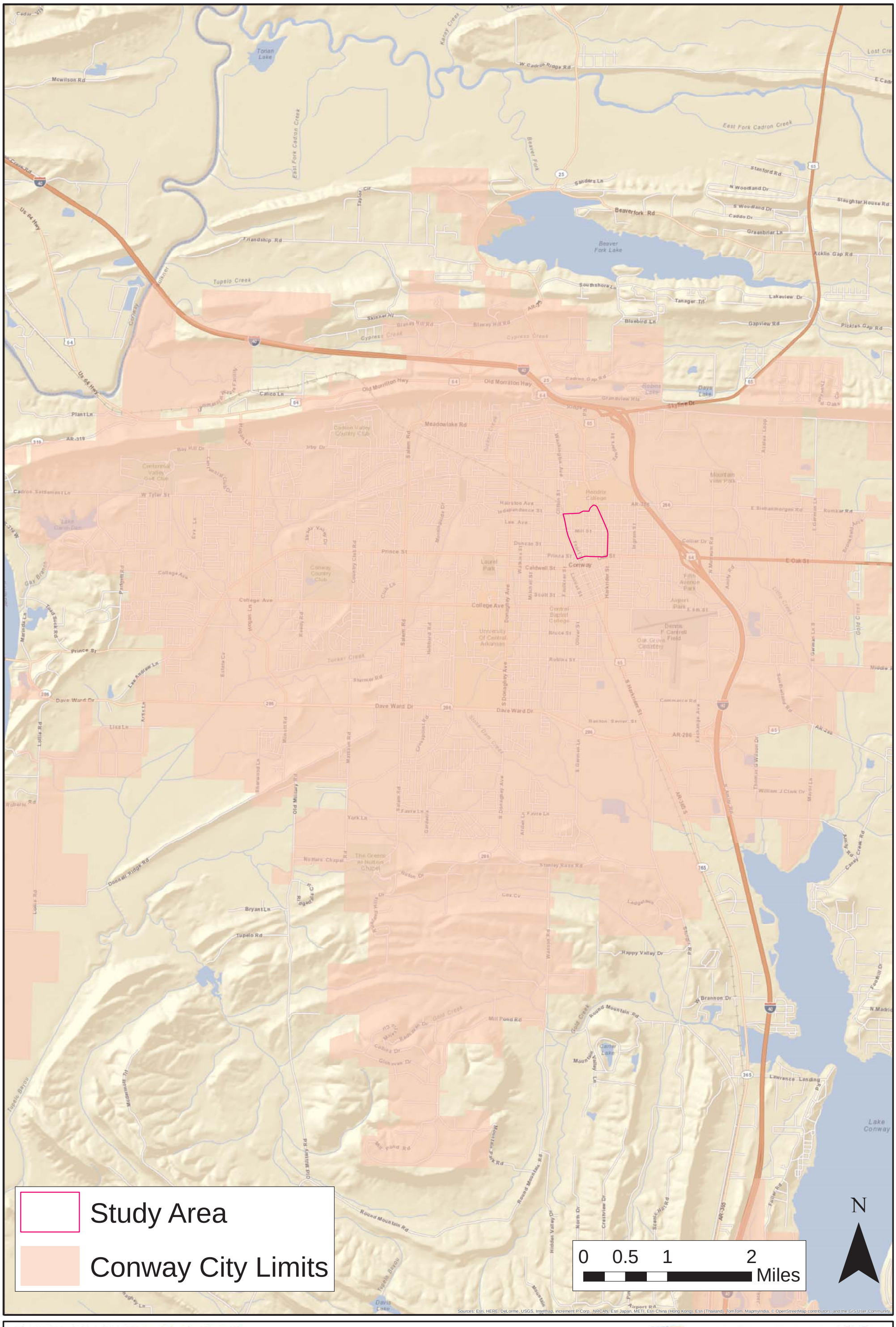

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Conway: Regional Map

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Conway: Wetlands and Vegetation

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Conway: Vacant Parcels

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Conway: Special Districts

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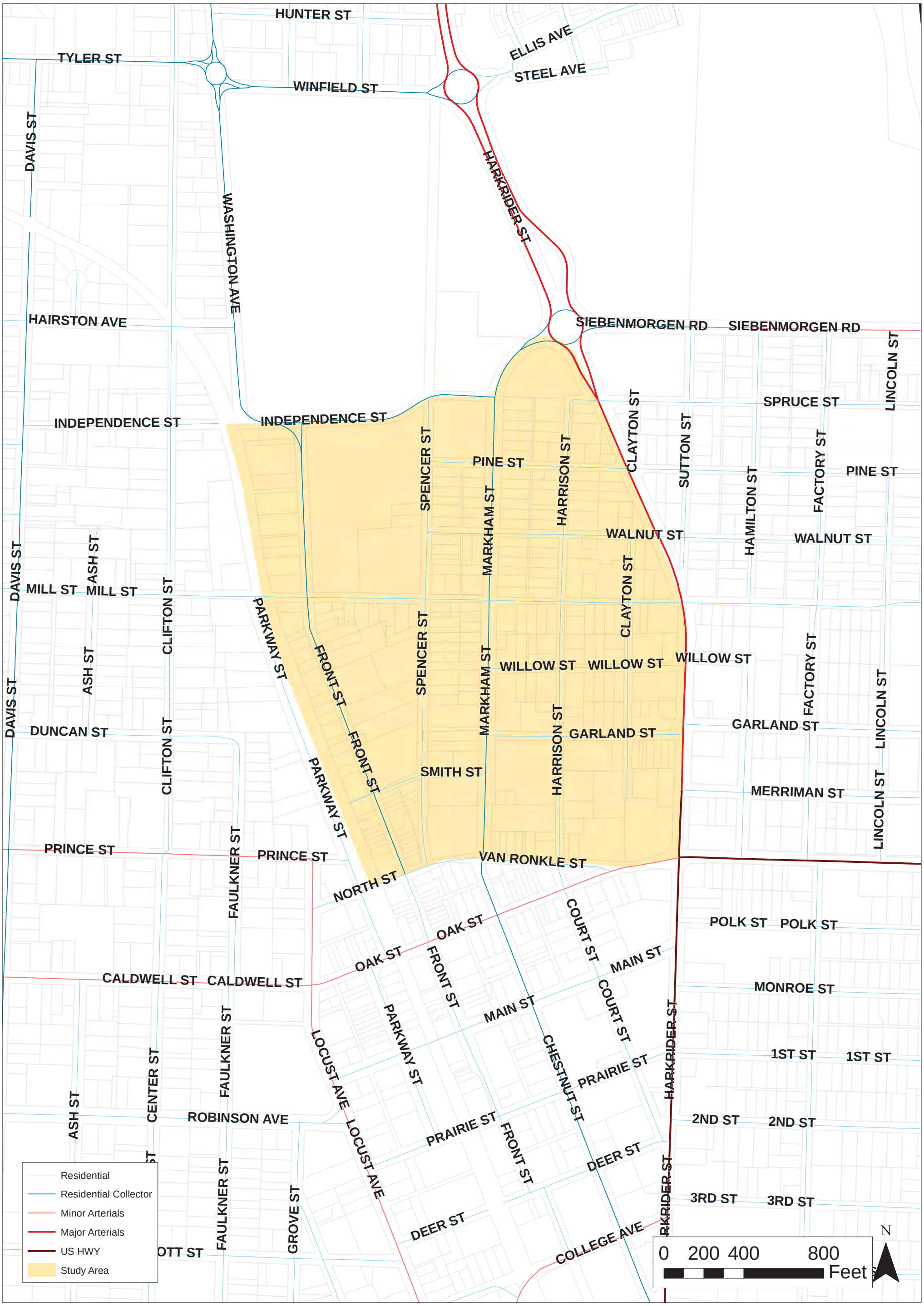
Conway: Master Throughfare



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Conway: Historic Places/ Landmarks

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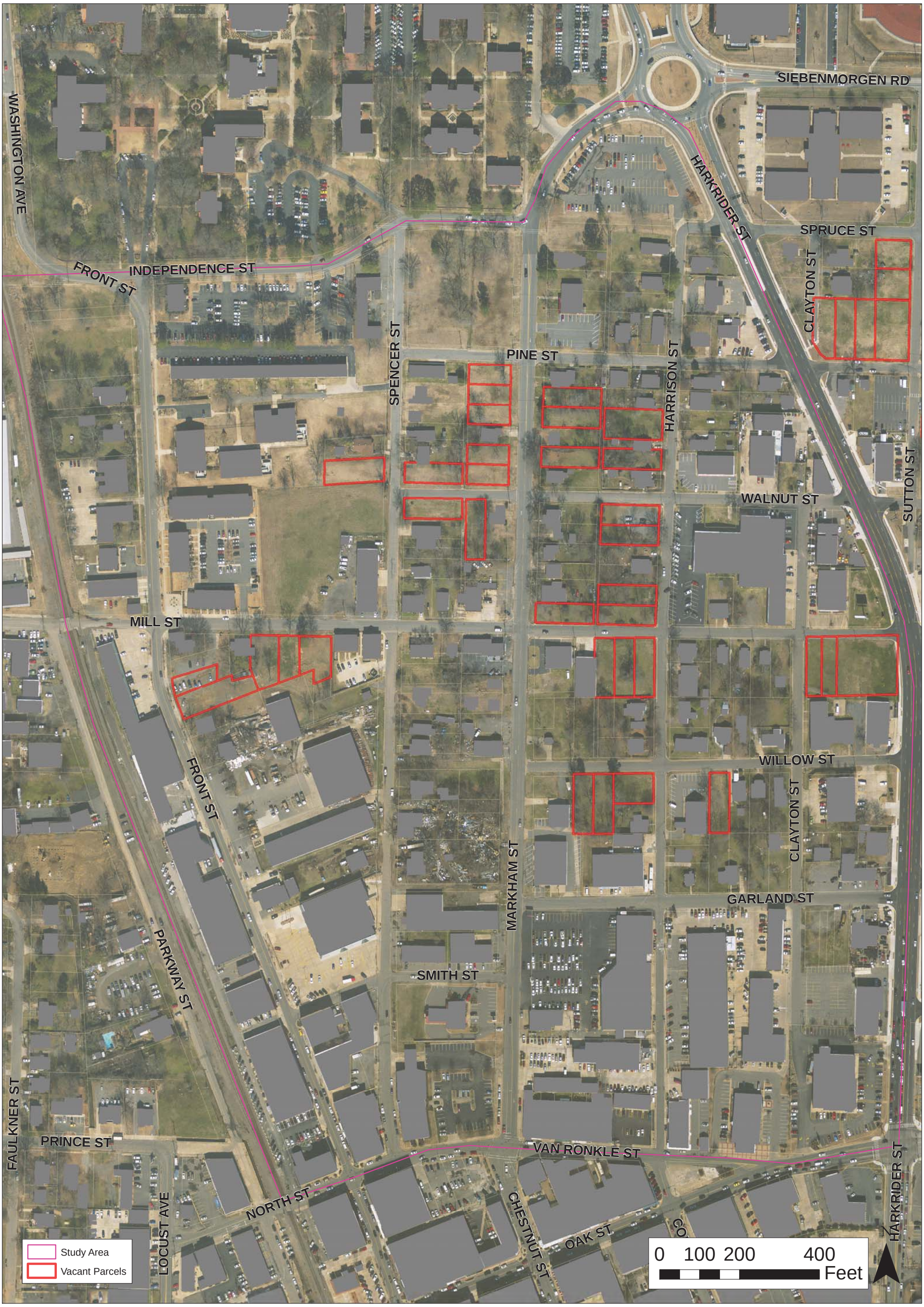

Conway: Vacant Parcels

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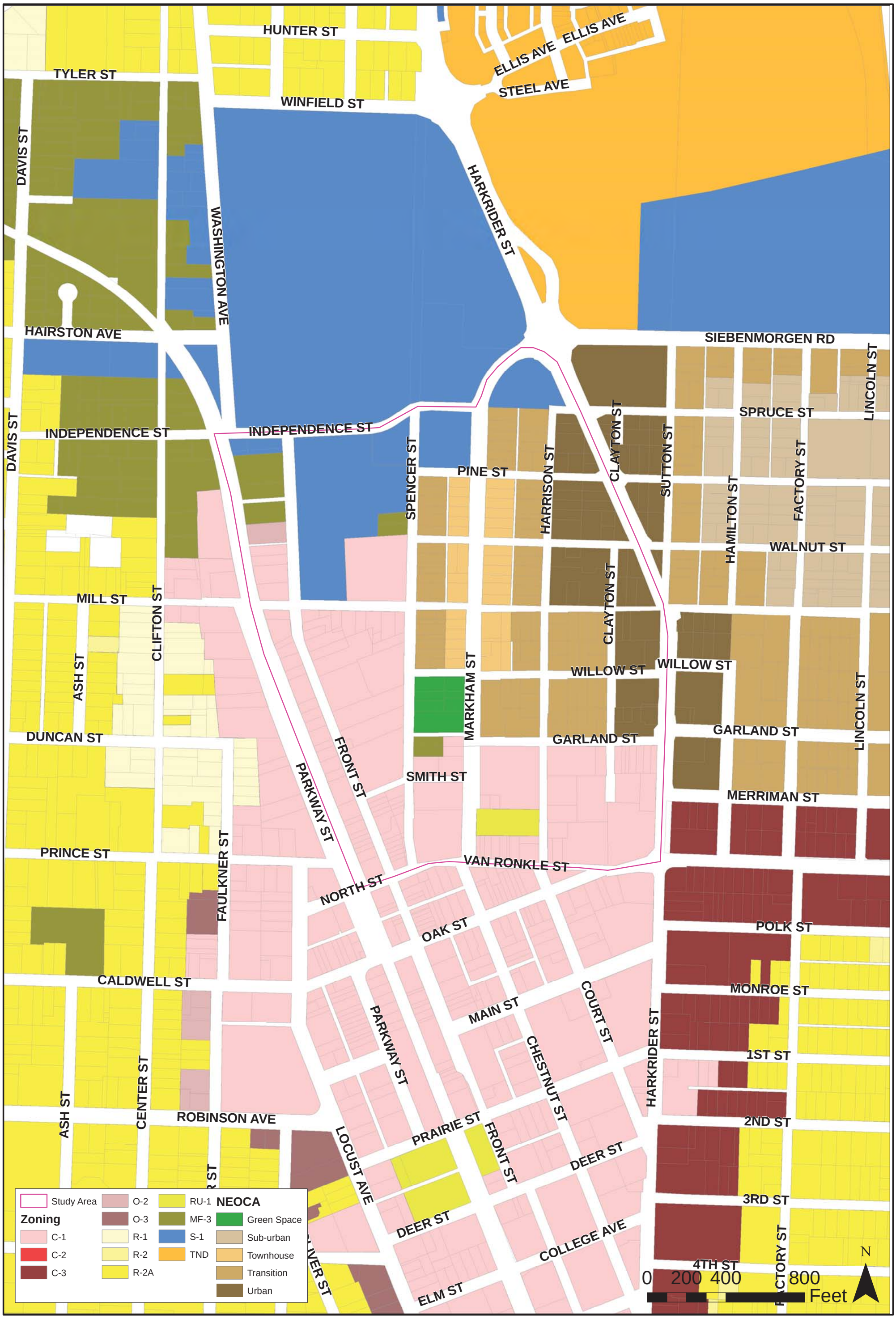

Conway: Existing Zoning

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