

## Property Highlights

- **Sale Price: \$4.00/SF (approximately \$5,684,000)**
- Unique opportunity for significant development of site with rare river views in neighborhood experiencing explosive growth
- Approximately 32.62 acres on River Road, between Argenta and Burns Park
- Located along the Arkansas River Trail, a multi-jurisdictional recreational trail featuring the Big Dam Bridge and popular with cyclists and pedestrians
- Zoning: C-6, Mixed Use Commercial District
- Zoning invites a mix of residential and commercial, with opportunity to create amenities that would serve Argenta, Rockwater, and River Trail
- Property is located in the opportunity zone



- Adjacent to 92-unit [Esplanade District](#) luxury apartment community
- Less than a half-mile from highly successful [Rockwater Village](#) community
- Significant pre-development studies available for review by qualified buyers

## Demographics

	1 Mile	3 Mile	5 Mile
2025 Population	5,022	61,097	128,118
Daytime Population	10,861	143,112	220,331
Average HH Income	\$79,334	\$90,913	\$90,155

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Hathaway Group is the real estate broker exclusively representing the owner of the property described herein. Although the information included herein was obtained from sources deemed reliable, such information has not been verified and no representation is made as to its accuracy. All information herein is submitted subject to any errors, omissions, price changes, withdrawals without notice or other conditions, and to any special offering conditions imposed by Hathaway Group's client.



# CONCEPT PLAN FOR 'BICYCLE CAFE' TO BE LOCATED ON SOUTH EDGE OF SITE BY ESPLANADE



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**OUR ECONOMIC IMPACT**  ARGENTA  
DOWNTOWN COUNCIL

The Argenta Downtown Council is a 501c3 nonprofit organization dedicated to enhancing the downtown experience. Property owners created the organization in 2008 to revitalize the Argenta Arts District through its Clean Green and Safe program. Since its inception, the ADC has significantly enhanced the area, boosting quality of life and economic vitality while making the Argenta Arts District a desirable place to live, work, and invest.

*In 2017, the Argenta Arts District generated \$2,215,879 in property tax.*

*Now the same area generates more than **\$3,508,099** annually.*

*Since 2017, an increase of **\$934,403** in annual property tax revenue has benefited NLR School District.*

Argenta Property Value

**\$52,516,453**

2024

**\$33,171,844**

2017

**SINCE 2008...**

**16**

Argenta  
Restaurants

Over  
**30**

Public Improvement  
Projects & Art  
Installations

Over  
**700**

New Residents

**PRIVATE INVESTMENT  
TRANSFORMING DOWNTOWN**



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**OVER \$175 MILLION IN PLANNED DEVELOPMENT SINCE 2024**

**\$82M**

South of  
W Broadway

**\$70M**

Rockwater  
Village

**\$20M**

East of Main St

**\$2M**

ATG Pavilion, Argenta Plaza

**WHAT THESE INVESTMENTS CREATED**

**\$82M**



2 New Hotels  
Event Venues  
New Restaurants

**\$70M**



New Housing  
Resort at  
Rockwater  
Luxury Apartments

**\$20M**



Additional  
Residential  
Development

**\$2M**



Tourism & Arts  
Pavilion at  
Argenta Plaza

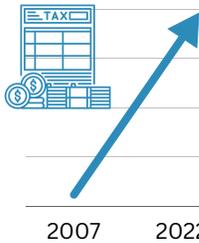
**18 RESTAURANTS TODAY + 6 MORE COMING =  
24 RESTAURANTS BY 2027**



**BY THE NUMBERS**

**PUBLIC BENEFIT**

In 2007, the Rockwater area generated only **\$58,874.25** in property tax. The area was blighted and stagnant.

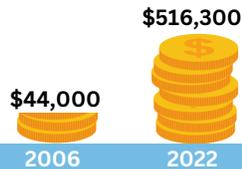


Now the same area generates more than **\$850,000** annually in TIF and property tax.

**NORTH LITTLE ROCK SCHOOL DISTRICT BIGGEST BENEFICIARY**



**NLR School District's** annual property tax revenue from the area jumped dramatically and continues to rise.



**Over \$300,000,000** in private investment

from homeowners, business owners, single family developers, builders, multi-family developers, marina builders, and commercial developers in Rockwater and adjoining neighborhoods.



More than **790** residences

have been built in Rockwater and adjoining neighborhoods



More than **6** businesses

**Rockwater Marina**

The only downtown **full-service marina** with:



**68** slips



**24hr** fuel service



Utilities and Pump out Services



**5** Airbnb's

**Home Values**



Based on recent sales, Rockwater home values have increased **20%**

**Double that of other homes in Pulaski County**



A Rockwater family sold their home after 4 years at a **\$300,000** increase after only **6** days on the market.



**Baring Cross Neighborhood Benefits**

26 New Homeowners in Affordable New Construction



**\$100,000** increase in just **six years**