



Accelerating success.



Conceptual rendering

**West Little Rock's Premier
Mixed-Use Destination
SE Corner of Rodney Parham Road
and Highway 10, Little Rock, AR**

THE Middle

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About The Middle

The Middle is a 10+AC mixed-use development at the southeast corner of Rodney Parham Rd. and Hwy. 10 near one of the state's highest-volume traffic corridors. Construction planning is currently underway for this new community development. Once complete, The Middle will feature a mix of retail, restaurants, hotel, office and entertainment, anchored by a common courtyard/community hub plaza. The development is expected to become a vibrant community hub with amenities such as:

- Integrated walking and biking trails
- Tree and greenspace preservation around a natural creek running through the complex
- Outdoor and communal space

2025 Demographics

	1 Mile	3 Mile	5 Mile
Population	6,063	49,215	124,981
Total Households	2,638	22,530	56,986
Avg. Household Income	\$105,201	\$91,796	\$94,050

Property Aerial



Property Highlights



Easily accessible at the Highway 10/I-430 intersection



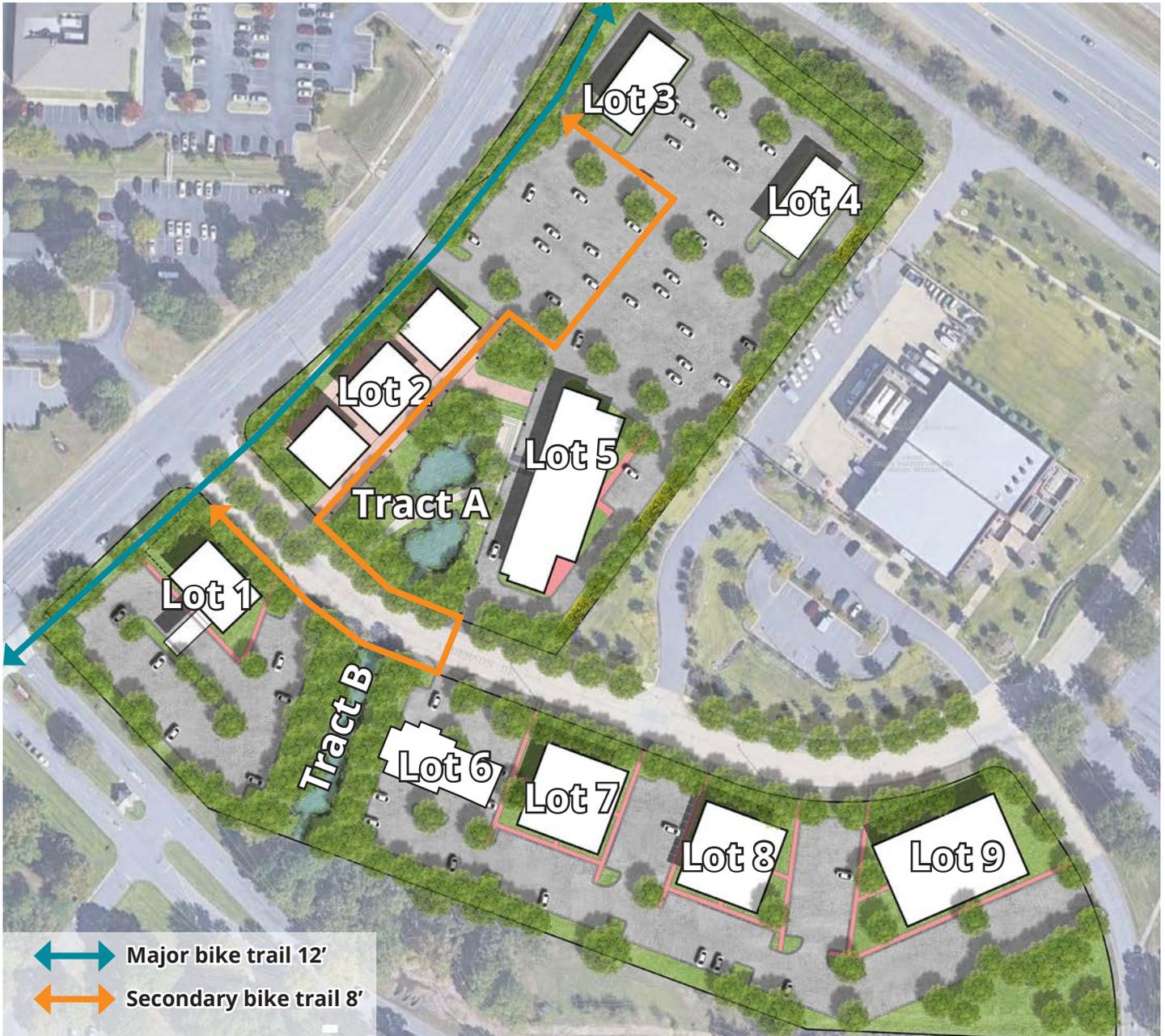
Zoned PCD with C-3 uses



Lots ranging from 0.68 AC to 10.64 AC for ground lease, build-to-suit, or sale

Lot Layout

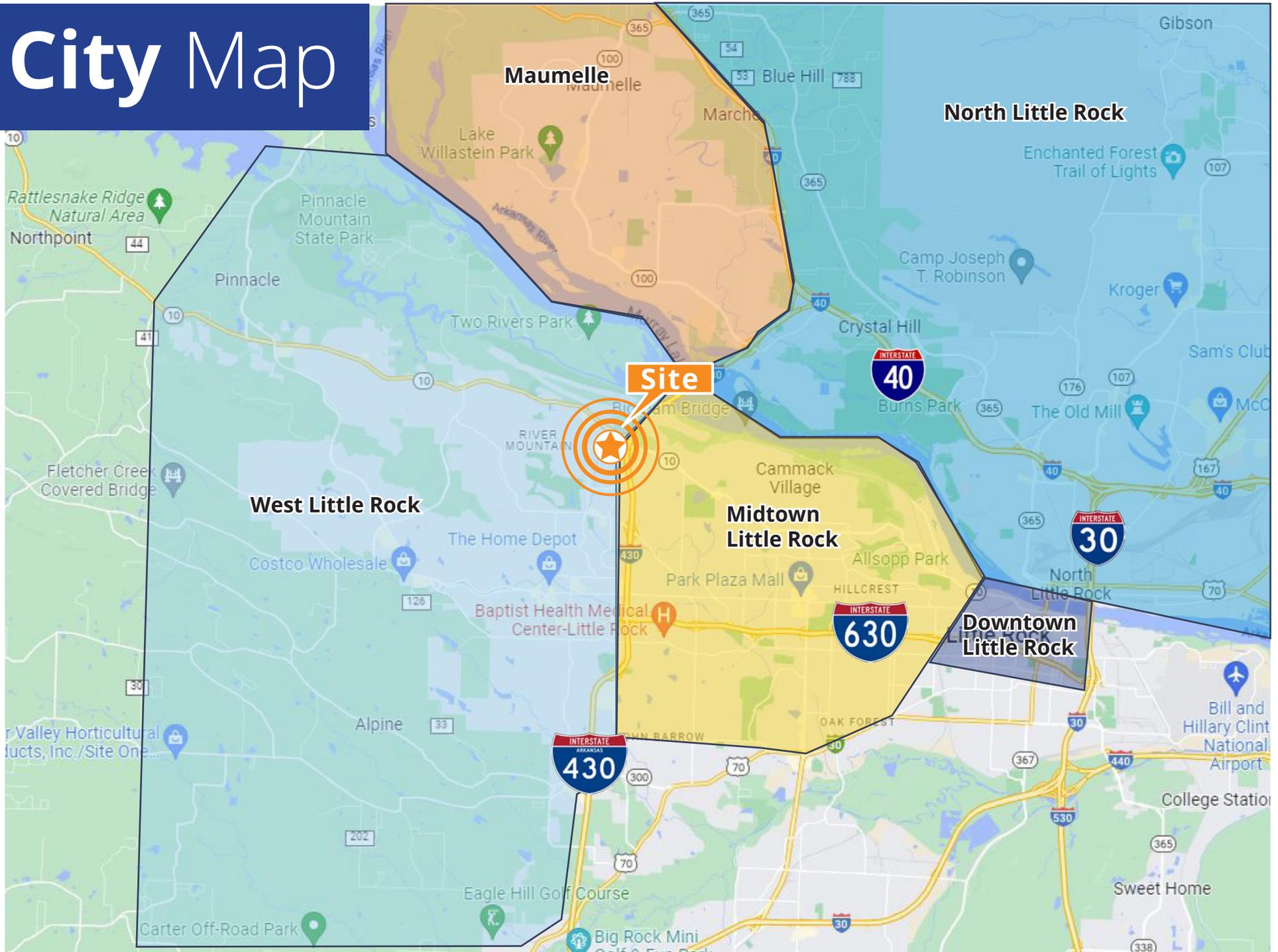
Subject to change



Lot #	Size (AC)	Zoning	Pricing
1	1.32	PCD with C-3 uses	Call listing agent
2	1.53	PCD with C-3 uses	Call listing agent
3	0.80	PCD with C-3 uses	Call listing agent
4	0.76	PCD with C-3 uses	Call listing agent
5	1.64	PCD with C-3 uses	Under contract
6	0.72	PCD with C-3 uses	Sold

Lot #	Size (AC)	Zoning	Pricing
7	0.68	PCD with C-3 uses	Call listing agent
8	0.95	PCD with C-3 uses	Call listing agent
9	1.57	PCD with C-3 uses	Call listing agent
Tract A	0.58	Plaza and green space	
Tract B	0.42	Green space	

City Map



Renderings

Conceptual renderings, subject to change



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