



T H E

C U R V E



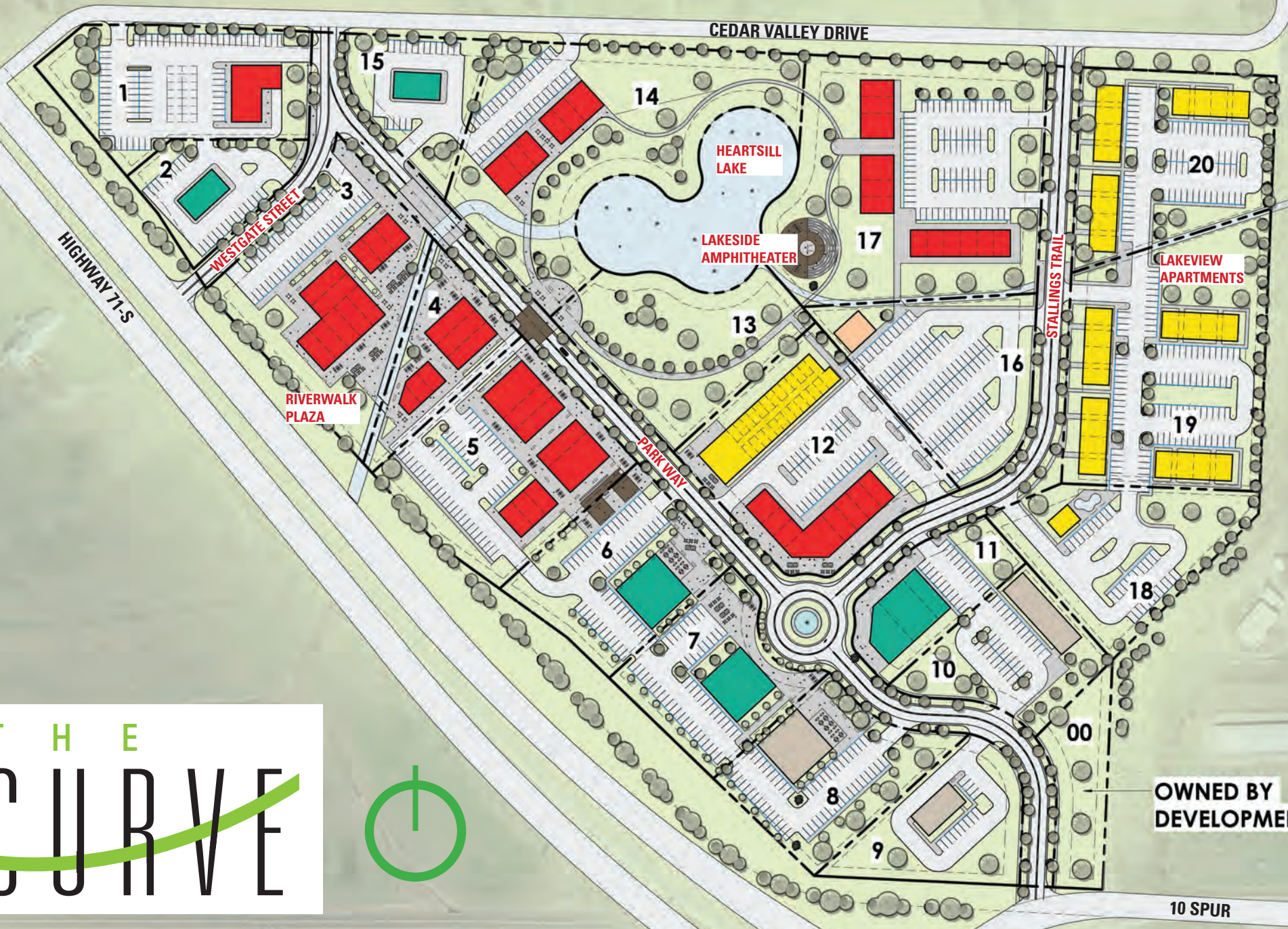
# T H E C U R V E

**The Curve** is a 40-acre Master Planned Mixed-Use Development located on the curve at the intersection of US Hwy 71 S and AR Hwy 10 Spur at the western entrance to one of Arkansas' fastest growing communities, Greenwood, AR. The Master Plan is being developed under the direction of award-winning MAHG Architects and will include architectural controls and a "look and feel" that will showcase the rich natural resources of the region.





# CONCEPTUAL SITE PLAN



THE  
CURVE








OWNED BY  
DEVELOPMENT

10 SPUR



## USE LEGEND

	MIXED USE
	RESIDENTIAL
	COMMERCIAL - FOOD SERVICE / RETAIL
	COMMERCIAL - OFFICES
	CIVIC

## PROPERTY SCHEDULE

PROPERTY	ACREAGE	PROPOSED USE
<b>0</b>	0.57	DEVELOPER
<b>1</b>	1.52	CONV. STORE
<b>2</b>	0.69	FAST FOOD
<b>3</b>	0.94	MIXED USE
<b>4</b>	1.75	MIXED USE
<b>5</b>	1.72	MIXED USE
<b>6</b>	1.26	RESTAURANT
<b>7</b>	1.10	RESTAURANT
<b>8</b>	1.22	MEDICAL OFFICES
<b>9</b>	0.97	BANK / COFFEE SHOP
<b>10</b>	0.96	MEDICAL OFFICES
<b>11</b>	0.76	RETAIL
<b>12</b>	1.97	MIXED USE + HOTEL
<b>13</b>	1.39	PARK
<b>14</b>	2.63	MIXED USE
<b>15</b>	0.78	FAST FOOD
<b>16</b>	1.43	PAVILION & PUBLIC PARKING
<b>17</b>	3.18	MIXED USE
<b>18</b>	1.37	RESIDENTIAL
<b>19</b>	2.52	RESIDENTIAL
<b>20</b>	1.72	RESIDENTIAL

# OVERALL CONCEPTUAL RENDERING









# CONCEPTUAL RENDERING









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# CONCEPTUAL RENDERING









# VICINITY



**FORT SMITH**

**HIGHWAY 71-S**

**THE  
CURVE**

**W. CENTER ST.  
(HIGHWAY 10 SPUR)**

**GREENWOOD**





**The Curve** is within the *282,086 Fort Smith MSA population* and enjoys a location which has one of central western Arkansas' *highest traffic counts at 28,000*. Less than 3 miles to the new Interstate 49, it is one of the closest planned communities to the *new Arkansas College of Medicine campus*, the new *ArcBest corporate headquarters*, and the new employment hub at Chaffee Crossing in Fort Smith.

**The Curve** is within the Greenwood School District which is widely known for producing top-achieving students, multi-year state athletic championships, as well as, having a strong performing arts center and a state-of-the-art new Ninth Grade Campus whose facilities rival that of most colleges. *Greenwood has strong community pride* and quality-of-life focus on parks, trails, and family-oriented festivals such as the Freedom Fest. Greenwood has elected leadership that is committed to quality growth and has invested in public services such as state-of-art fire and police equipment and facilities.



## LIVE, WORK & PLAY

**The Curve** is where your working life and day-to-day way of living converge. It meshes retailer with shopper, chef with diner and businesses with countless opportunities. With varying modes of housing and venues, there is something for everyone - from the frugal student to the seasoned professional, and everywhere in between.

**The Curve** will be a *vibrant commercial and professional development* featuring areas for public gathering including a roundabout plaza, a “riverwalk” plaza, an outdoor amphitheater, along with outdoor seating to encourage community engagement. The development will include *restaurants, medical offices, educational and financial services, multi-use residential, entertainment, recreation and a high-end convenience store.*

Elements that set **The Curve** apart will be community-oriented amenities such as *Heartsill Lake, walking trails, a family-friendly splash pad*, an outdoor amphitheater, and a “riverwalk-type” plaza along Heartsill Creek providing *ample outdoor gathering opportunities* that include outdoor dining. High-density residential will be achieved through amenity-rich apartments and multi-story, multi-use buildings containing commercial venues on lower levels and loft-type residential on upper levels. This will provide for an *ever-present consumer base to support the commercial and professional development.* The high appeal of the development will be sustained through architectural controls and a commercial property owners association.





## A PLACE FOR YOU



**172,250 square feet of street-front retail, office space, cafes and restaurants**

**65 luxury multi-family loft units**

**84 apartment units**

## WHERE DO YOU FIT?

**The Curve** consumer base has been assessed through a 2018 ESRI Data Analysis of the City of Greenwood to reveal that the *Total Trade Retail and Food and Drink Demand (Retail Potential)* is in excess of \$119 million with only \$77 million being supplied in Greenwood and a *leakage of \$42 million* being supplied outside of Greenwood. One indicator of the population's spending profile is that *78% of the population has dined at a family/steak house* restaurant within 6 months with 29% dining at least 4 times per month. Some categories of the Retail, Food and Drink industry had no supply in Greenwood; therefore, these categories, such as home furnishings, clothing, specialty foods and books, have 100% leakage in buying demand and provide excellent opportunities to fill this consumer demand.







