

The Middle

The Middle Proposal is a Planned Community Development with mixed uses. Bradford Gaines is the designer of The Middle. Notably, he is also the designer of the award-winning Waters Edge subdivision in LR. The initial design consultant is Design Workshop, the firm that designed the Domain in Austin, TX.

The Middle is intended to be a high-end development with hotel (could be office depending on tenant), restaurants, retail, medical offices dinner/lunch spot for families, a casual breakfast spot as possibility for the NW corner, biking and walking destination, small outdoor music, similar to things happening in NWA. Think Yellow Rocket Concepts type restaurants – local lime, zaza's. A bank is interested in the lot between Systematics and Anderson drive. There is a plan for a trail to connect from the river, to the Middle, to Pleasant Valley neighborhood. City of Little Rock trails is aware of this and encouraged this as well.

Colliers has addressed PVPOA concerns below and was solution oriented and agreeable to the revisions below. The Board appreciates Colliers's willingness to compromise.

Fewer than 5% of the Pleasant Valley residents responded to an informal survey by the Board. Of the 5% over 60% were in favor of the proposal. Typically, residents who do not respond have no objection.

Colliers has addressed PVPOA concerns below and was solution oriented and agreeable to the revisions below. The Board appreciates Colliers's willingness to compromise.

- Multi-family dwellings Apartments
 - Colliers confirmed no multi-family apartments would be on site and has agreed to this in writing along with 32 other C3 uses they agreed to exclude from the development and on the exhibit below.
 - For the money to develop, rent would be Manhattan prices for rent.... \$5,000/month
- Potential for a bait and switch and put the car dealership here instead –
 - Car dealership is not allowed under the zoning being requested
 - Colliers said they are done with the planning phases and have many possible tenants ready to go based on the plans as drawn. It would cost them a great deal of investment to change to something else.
 - Colliers is agreeable to restrict 32 other C3 uses listed in an attachment
- Signs
 - Colliers agreed that, in lieu of large “pylon” signs placed at each lot, it will build a single sign with multiple tenant panels. Individual businesses will be restricted to a single ground mounted sign

- Since this is to be rezoned, all signage would need to be sent individually to City of LR for review. This means no ugly or tall signs unless the city allows.
- Traffic
 - 4 of the 8 uses listed in the traffic study account for 53% of the traffic and are permitted with the current zoning. No approval from planning or the city directors is necessary. The traffic will increase regardless of what is developed.
 - one of the reasons behind rezoning is to help reduce traffic at peak hours. Mixed use development helps spread out traffic, while an office zone would cause substantially more traffic at the beginning and end of business hours.
 - Traffic study concluded the volume of traffic would handle all new traffic from the Middle. ARDOT engineer plans for years down the road.
 - Working with City of LR Trails to have a bike/walking path in the project
- Sustainability
 - Inner area incorporates an existing creek to form a pond/ water retention area, and some natural habitat, berms, and landscaping along the outer area
 - That would depend on individual tenants, but they would like to be able for it to be a part of the buildings and area.

The traffic counts for businesses permitted under the current zoning are highlighted and comprise over 50% of the traffic.

The traffic counts for businesses permitted under the current zoning are highlighted and comprise over 50% of the traffic. Fast food causal (C3) is 24%. Most of the project is allowed under the current O2 zoning with the hotel being a conditional use of O2. The counts are in and out, so the number of cars is half the numbers shown. If the fast-food casual were replaced with 2 banks (current permitted use), counts would increase. General office could be a decrease. The general office for the area is a small portion of the project. A larger general office building would generate more traffic.

24 Hour Two Way Weekday Volume	All day	All Day%	AM peak	Peak %	PM peak	Peak %
Retail Commercial see O2 list below that is permitted	453	9%	11	3%	46	10%
Furniture Store	30	1%	1	0%	2	0%
General Office	341	7%	41	11%	40	8%
Medical Office	1218	25%	97	26%	121	26%
Fast-Casual Restaurant with Drive-Thru	1198	24%	97	26%	48	10%
High-Turnover Sit-Down Restaurant	337	7%	30	8%	29	6%
Bank with Drive-Thru	700	14%	67	18%	143	30%
Hotel 75 Rooms Conditional use	627	13%	35	9%	45	9%
Total	4904	100%	379	100%	474	100%
Total Allowed under current O2 zoning	2596	53%	235	62%	333	70%

There are 43 additional businesses permitted under the current O2 zoning – listed on the exhibit O2 vs C3 below and include the following. These can be built with no zoning change at any time by any developer.

Bar lounge / tavern, Hospital, Nursing or Convalescence Home, Barber and beauty shop, Beverage shop, Camera shop, Drugstore or pharmacy, Florist shop, Health studio or spa, Medical marijuana cultivation facility, Medical marijuana dispensary, Optical shop, College fraternity/sorority, School business, private, public, Fire Station, Funeral Home, Church

From surveys and clients, Colliers said the people looking for office space want more mixed use. Places employees can get lunch within walking distance, hotels for customers/clients. Colliers reported the units at the Middle would be upwards of \$23/sf to lease. They expect to invest tens and hundreds of millions of dollars into the development, and think only high end, tasteful businesses, restaurants, and hotel would be able to build there.

Current Zoning O2 already allowed	C3 Commercial Zoning -Exclusions highlighted
Ambulance service Post - conditional	Ambulance service Post - conditional Amusement, commercial (outside) - conditional Animal clinic (enclosed). Antique shop, with repair. Appliance repair.
Bank or savings and loan office.	Auto glass or muffler shop - conditional Auto parts and accessories.
Bar lounge / tavern	Auto parts, sales with limited motor vehicle parts installation - conditional
Barber and beauty shop - conditional	Auto rental or leasing (no service, sales or repair) - conditional
Beverage shop	Auto repair garage - conditional
Book and stationery store	Bakery or confectionery shop. Bank or savings and loan office.
Camera shop	Bar, lounge or tavern. Barber and beauty shop. Beverage shop. Book and stationery store. Brewery - conditional
Cemetery or mausoleum - conditional use	Building material sales (open) - conditional
Church.	Butcher shop. Cabinet and woodwork shop. Camera shop.
Clinic (medical, dental or optical).	Car wash - conditional Catering, commercial.
	Church. Cigar, tobacco and candy store.
	Clinic (medical, dental or optical). Clothing store.

College dormitory.	College dormitory.
College fraternity or sorority.	College fraternity or sorority.
College, university or seminary.	College, university or seminary.
Community welfare or health center - conditional use	Community welfare or health center - conditional
Convent or monastery.	Convent or monastery.
Day care center, adult.	Day care center, adult.
Day nursery or day care center.	Day nursery or day care center.
Daycamp.	Drugstore or pharmacy.
Drugstore or pharmacy	Duplication shop.
Duplication shop.	Eating place with drive-in service - conditional
Eating place without drive-in service - conditional use	Eating place without drive-in service.
Establishment for the care of alcoholic, narcotic or psychiatric patients - conditional use	Establishment for the care of alcoholic, narcotic or psychiatric patients - conditional use
Establishment for a religious, charitable or philanthropic organization.	Establishment of a religious, charitable or philanthropic organization.
Fire station.	Event center - conditional use
Florist shop	Feed store.
Governmental or private recreational uses, including but not limited to golf courses, tennis courts, swimming pools, playgrounds, day camps and passive recreational open space.	Fire station.
Health studio or spa - conditional use	Florist shop.
High rise Multi-family – conditional use	Food store under five thousand (5,000) square feet gross floor area, with sales of beer or wine - conditional
Hospital	Food store.
Hotel or motel - conditional use	Furniture store.
Job printing, lithographer, printing or blueprinting - conditional use	Glass or glazer. Installation, repair and sales - conditional
Laboratory.	Group care facility.
	Handicraft, ceramic sculpture or similar artwork.
	Hardware or sporting goods store.
	Health studio or spa.
	Hobby shop.
	Home center conditional
	Hospital.
	Hotel or motel.
	Jewelry store.
	Job printing, lithographer, printing or blueprinting.
	Key shop.
	Laboratory.

	Landscape service - conditional
Library, art gallery, museum or similar public use. Lodge or fraternal organization.	Laundromat or pickup station. Laundry, domestic cleaning. Lawn and garden center, enclosed. Lawn and garden center, open display - conditional
Medical marijuana cultivation facility Medical marijuana dispensary	Library, art gallery, museum or similar public use. Lodge or fraternal organization. Lumberyard - conditional Medical appliance fittings and sales. Medical marijuana cultivation facility. Medical marijuana dispensary. Microbrewery or microbrewery restaurant. Mini-warehouse - conditional
Mobile canteen units when operated in compliance with current planning department regulations for such vehicles.	Mobile canteen units when operated in compliance with current planning department regulations for such vehicles.
Mortuary or funeral home. Multifamily dwellings (as per the R-5 district 1) - conditional Nursing Home Nursing home or convalescent home. Office (general or professional).	Mortuary or funeral home. Multifamily dwellings (as per the R-5 district 1).
Optical shop	Nursing home or convalescent home - conditional Office (general and professional). Office equipment sales and service. Office warehouse - conditional Office, showroom with warehouse (with retail sales, enclosed). Optical shop. Paint and wallpaper store. Parking, commercial lot or garage.
Parking, commercial lot or garage - conditional use	Pawnshop. Pet shop. Photography studio. Plant nursery - conditional Private club with dining or bar service - conditional Private school, kindergarten or institution for special education.
Photography studio.	Recycling facility, automated.
Private school, kindergarten or institution for special education.	Retail uses not listed (enclosed). School (business). School (commercial, trade or craft). School (public or denominational). Seasonal and temporary sales, outside. Secondhand store (used furniture or rummage shop). Service station with limited motor vehicle repair - conditional Service station. Shoe repair. Small engine repair - conditional
School (business). School (commercial, trade or craft) - conditional use School (public or denominational).	

Studio (art, music, speech, drama, dance or other artistic endeavors).

Studio (broadcasting and recording).

Taxi office - conditional use

Travel bureau.

Studio (art, music, speech, drama, dance or other artistic endeavors).

Studio broadcasting and recording.

Swimming pool sales and supply - conditional

Tailor.

Taxi office.

Taxidermist.

Theater (not drive-in type).

Tool and equipment rental (inside display only).

Tool and equipment rental (with outside display).

Travel bureau.

Truck or trailer rental or leasing (no service, sales or repair) - conditional

Upholstery shop, auto - conditional

Upholstery shop, furniture - conditional