

**NEW ENGLAND  
DEVELOPMENT**

# OUTLETS OF LITTLE ROCK

## *Little Rock, Arkansas*

**PROJECT DETAILS**

**Project Type:**  
Outlet Center

**GLA:**  
325,000 sf

**Address:**  
11201 Bass Pro Parkway  
Little Rock, Arkansas 72210  
Pulaski County

**Outlets**  
of LITTLE ROCK

Outlets of Little Rock, the only outlet shopping center in Arkansas, features some of the nation's best brand names, including Banana Republic Factory Store, Brooks Brothers Factory Outlet, Cole Haan, Gap Factory Store, H&M, J.Crew | crewcuts Factory, LOFT Outlet, Nike Factory Store, Old Navy Outlet, Restoration Hardware, Tommy Hilfiger, and Under Armour.

With no other outlet center within 138 miles, Outlets of Little Rock fills a significant retail void in the market and is a strong statewide draw. Outlets of Little Rock has excellent highway access and visibility with its location at the intersection of I-30 and I-430 and with 95,000 cars driving by the site daily.

**LOCATION**

- Located in Little Rock, the capital city of Arkansas and the most populous city in the state
- Easily accessible with location at the intersection of I-30 and I-430
- Excellent visibility with 95,000 cars driving by the site daily
- Adjacent to the only Bass Pro Shops store in Arkansas.

**KEY TENANTS**

Banana Republic Factory Store, Brooks Brothers Factory Store, Cole Haan, GAP Factory Store, H&M, J.Crew|crewcuts Factory, LOFT Outlet, Nike Factory Store, Old Navy Outlet, Restoration Hardware, Under Armour

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## Location

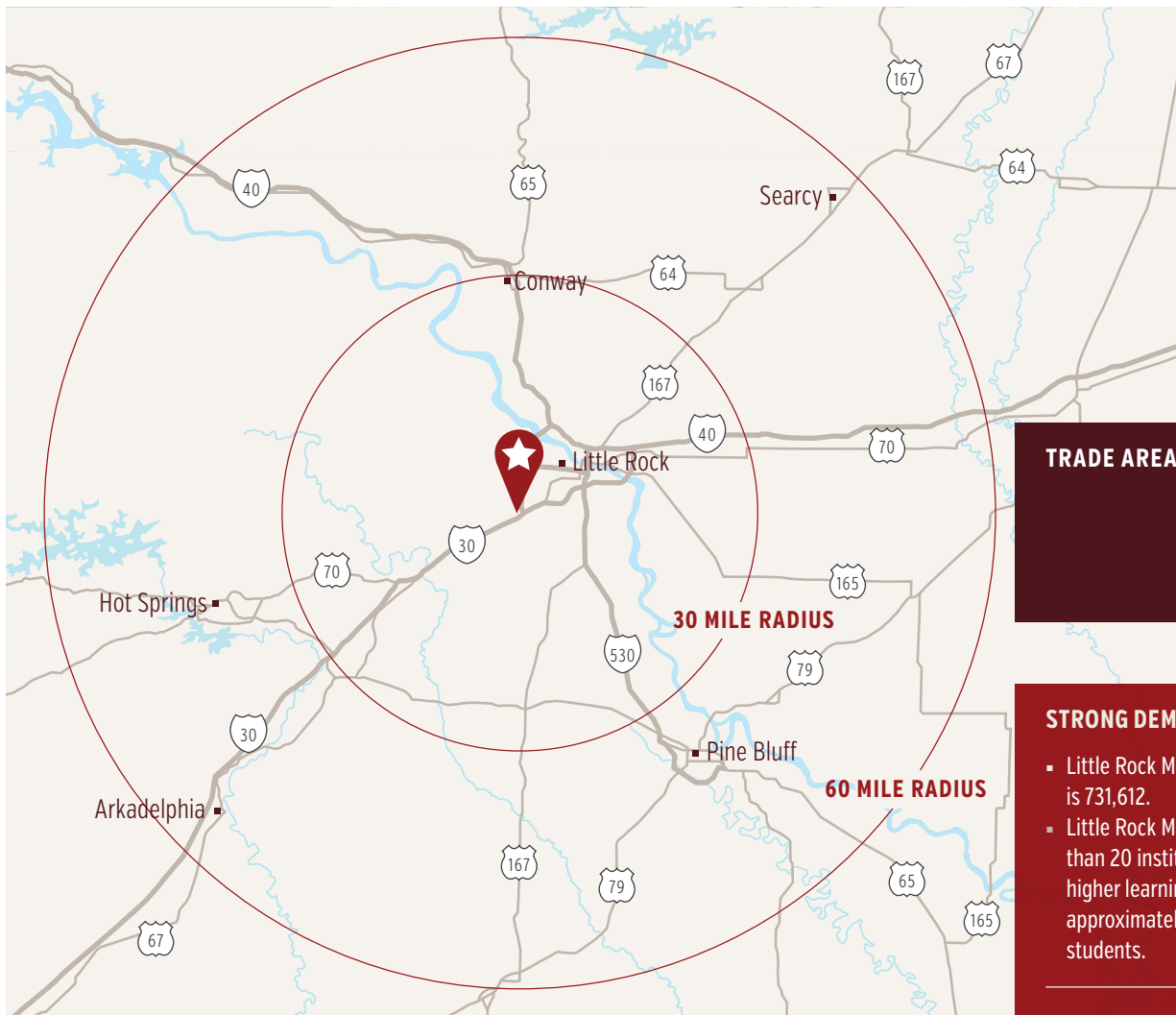


### LOCATION

- Outlets of Little Rock benefits from excellent regional access with its location on I-30, which connects Outlets of Little Rock with downtown Little Rock, the affluent western suburbs of West Little Rock, and retirement communities located in nearby Hot Springs.
- Easily accessible with location at the intersection of I-30 and I-430
- The adjacent Bass Pro Shops draws strong traffic to the site.
- The first Dave & Busters in Arkansas opened June 2016 next to Outlets of Little Rock.
- Directional billboards on I-30 east- and west-bound advise motorists of upcoming exits.

### AVERAGE DAILY TRAFFIC

- I-30: 95,000
- I-430: 61,000



**TRADE AREA**

**STRONG DEMOGRAPHICS**

- Little Rock MSA Population is 731,612.
- Little Rock MSA has more than 20 institutions of higher learning with approximately 65,000 students.

**MAJOR EMPLOYERS**

University of Arkansas for Medical Sciences: **8,500**  
 Baptist Health: **7,000**  
 Little Rock Air Force Base: **4,500**  
 Acxiom: **4,380**  
 Little Rock School District: **3,500**  
 Central Arkansas Veterans HealthCare System: **3,500**  
 Entergy Arkansas: **2,740**  
 Pulaski County Special School District: **2,700**  
 AT&T: **2,600**  
 St. Vincent Health System: **2,600**

*Source: Greater Little Rock Chamber of Commerce*

# Demographics

**DEMOGRAPHICS**

- The nearest outlet center is 138 miles away in Southaven, Mississippi.
- Nearly 40% of the state's population is within 60 miles of Outlets of Little Rock.
- The majority of drive traffic comes from Arkansas, Texas, Missouri, Louisiana, Illinois and Oklahoma.

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**2016 TRADE AREA DEMOGRAPHICS**

	<b>60 miles</b>
Population	1,139,089
Households	462,291
Average Household Income	\$64,799
Daytime Population	936,078

## TOURISM

- 29 million annual visitors to Arkansas
- Estimated \$7.7 billion in annual travel expenditures
- 6.4 million annual visitors to Pulaski County with \$1.9 billion in travel expenditures.
- The year-round bus market comes from within Arkansas and from Oklahoma and other surrounding states including Texas, Missouri, Tennessee, Louisiana and Mississippi.
- Bill and Hillary Clinton National Airport is located only 13 miles east of Outlets of Little Rock and is home to six carriers with non-stop service to 13 major U.S. cities.

Source: Arkansas Department of Parks and Tourism, 2016-2017 Annual Report

# Tourism



Located on the banks of the Arkansas River in the heart of Little Rock's River Market District, the **William J. Clinton Presidential Center** attracts 350,000 visitors annually. It provides 20,000 square feet of exhibit space chronicling American history at the turn of the 21st century and hosts free festivals, musical performances and special events throughout the year.



Outlets of Little Rock is on the major route to the popular resort area, Hot Springs, known as "The American Spa" for its natural hot springs. About 40 miles away from Outlets of Little Rock, **Hot Springs National Park** is the 15th most visited national park in the country with nearly 1.5 million annual visitors.



**The Arkansas River Trail System** winds its way through Little Rock and North Little Rock, connecting 38 parks, six museums and 5,000+ acres of federal, state and local parkland. Thousands of hikers, cyclists, skaters, and joggers flock to the trail to explore its diversity of habitats, landscapes and activities.



In the heart of downtown Little Rock, the River Market District hosts a bustling market hall as well as loft apartments, luxury condominiums, remodeled and newly-developed office and retail space, restaurants, bars, entertainment and cultural venues. Popular annual events such as the Riverfest Music Festival, free Movies in the Park and the Sculpture at the River Market draw visitors year-round.



The **Arkansas State Capitol** building, built over a century ago, is one of Little Rock's many tourist attractions.

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