

Conway Marketplce

HartLand Development Company - Dunaway & Hart, Inc.

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**Commercial
Real Estate
Sales
Development
Services**
Dunaway & Hart, Inc.

www.hartlanddevelopment.com

**MULTIFAMILY
OPPORTUNITY**



Lot Pricing on Page 5

OUR CITY & NEW URBANISM

THE EMERGING PEDESTRIAN CULTURE

The City of Conway has placed great emphasis on reshaping its image into a bicycle and pedestrian friendly community. The area's relatively flat terrain creates an ideal landscape very suitable to pedestrian and bicycling activities. According to the city's Bicycle Master Plan adopted in 2008, Conway is poised to become the premier "environmentally green" city in Arkansas. As a result, Conway was officially declared a Bicycle Friendly Community in 2011 by the League of American Bicyclists. New Urbanism seeks to combine the convenience of walkability with commercial and residential uses. Mixed-use buildings such as those containing commercial spaces with apartments over them are ideal in this setting. In recent years, according to *The Congress for the New Urbanism (CNU)*, the desire for traditional neighborhood districts has steadily gained popularity. *CNU* also states that demographic and consumer preference changes over the last decade have created greater demand for walkable, urban real estate in communities complete with mixed residential and commercial uses.

WALKABLE COMMUNITIES

WHY IT MATTERS...

The Benefits of walkable communities are numerous. According to *WalkFriendly.org*, walking provides opportunities for active transportation and recreation, helps conserve the environment, promotes economic development, and creates more interaction among people. The *Bicycle Federation of America (BFA)* indicates the public health community is encouraging Americans to become more active, and one of the major focuses of their efforts is promoting walking. In addition, there appears to be a need for more moderate-income walkable communities. The *BFA* notes that residents in moderate-income households are nearly twice as likely to walk as people in other income groups. About a quarter of low-income households do not have a car and individuals in these households must rely on walking and transit for many of their trips. For these travelers, safe and convenient pedestrian and bicycling routes to community and neighborhood amenities are a critical element of the local transportation system.

CONWAY MARKETPLACE

THE WALKABLE COMMUNITY EXPERIENCE

CONWAY MARKETPLACE is near the center of the city's explosive residential growth. It is located in the fast-growing Southwestern quadrant of Conway, directly on the future Conway Western Loop (Hogan Lane) and Dave Ward Drive, which is the major east-west arterial corridor. According to Conway's Comprehensive Land Use Plan, it is designated as the only "Community Shopping Center" (CS) district in West Conway and is the only one of three designated CS districts within the city currently being developed. **CONWAY MARKETPLACE** is situated at the current southern terminus of the Tucker Creek Bicycle and Pedestrian Trail. This urban trail system progresses northeastward into the heart of the city, allowing users more direct access to numerous area amenities including schools and colleges, healthcare facilities and residential neighborhoods. Currently, multifamily housing options along the trail system are extremely limited. Therefore, the need exists for a quality, affordable apartment community that can fill a void in the available housing options for residents along the Tucker Creek Trail system.

CONWAY MARKETPLACE is in a prime position to fill this New Urbanistic void in western Conway. When searching for a suitable location for your next multifamily project, the smart choice is to build in Conway's premier Community Shopping Center, **CONWAY MARKETPLACE!**

Conway Marketplace

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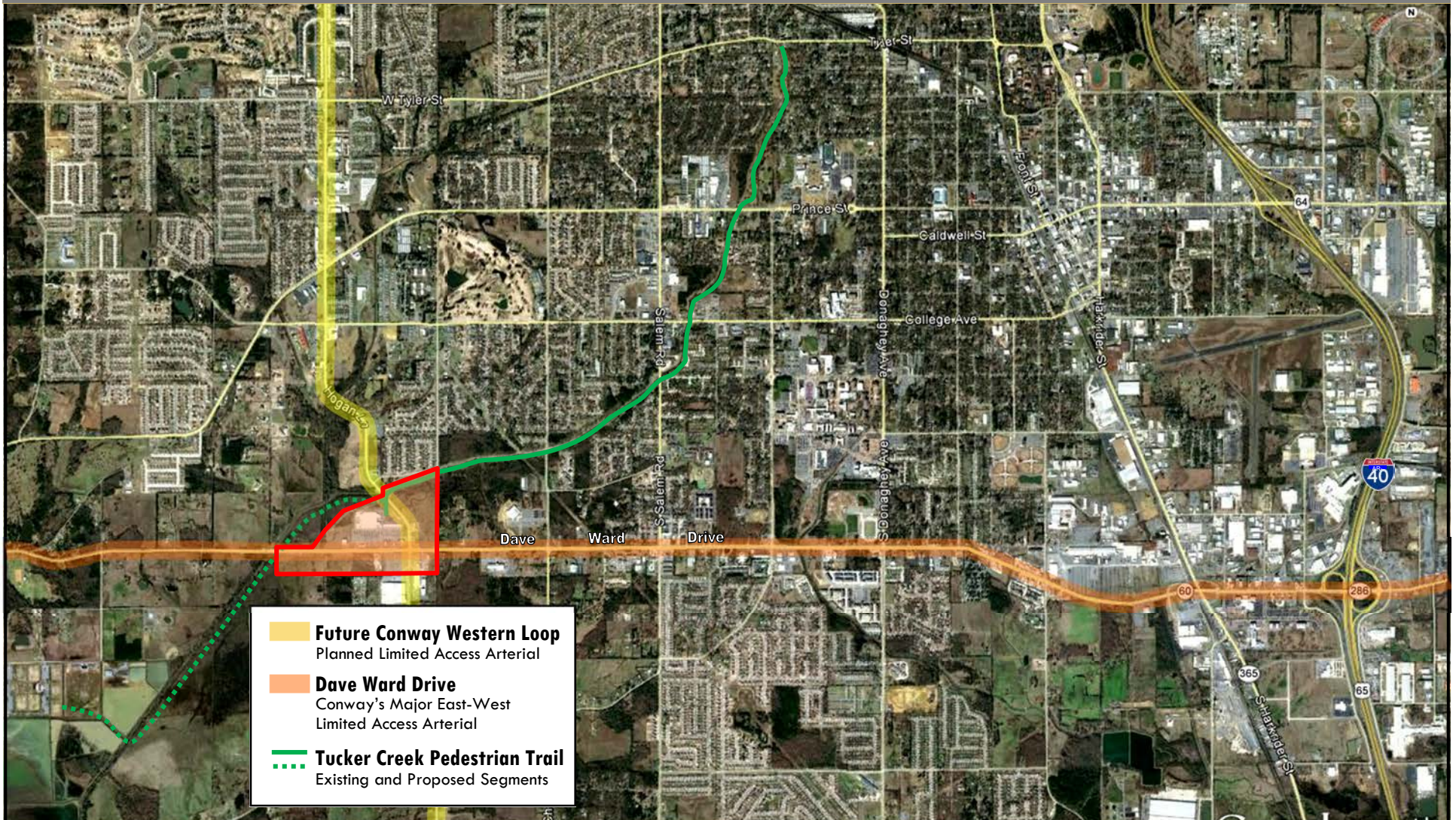


**Commercial
Real Estate
Sales**

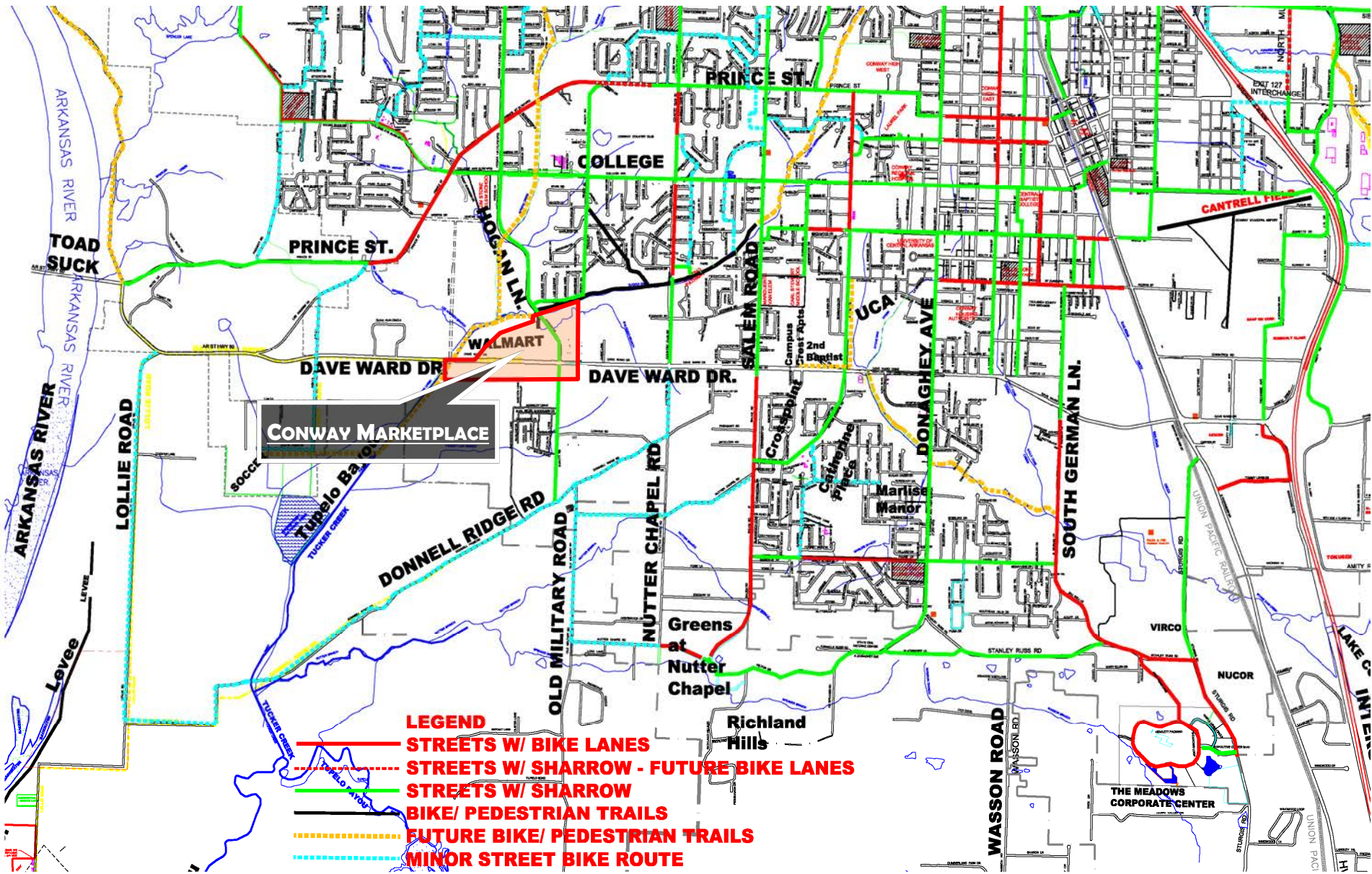
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City of Conway Bike & Trail Master Plan



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The Heart of Conway Development

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MULTIFAMILY OPPORTUNITY

4040 Dave Ward Dr.
 Lot 1A - \$1,350,000
 6.45 Acres
 C-3 Zoned

665 S. Hogan Lane
 Lot 3 - \$699,000
 3.03 Acres
 C-3 Zoned

650 S. Hogan Lane
 Lot 23 - \$1,450,000
 18.65 Acres
 C-3 and R-1 Zoned

4080 Dave Ward Dr.
 Lot 4R - \$399,000
 1.50 Acres
 C-3 Zoned

Lot 9
 \$285,000
 1.00 Acre
 C-3 Zoned

4015 Dave Ward Dr.
 Lot 10 - \$1,500,000
 8.55 Acres
 C-3 Zoned

