

Conway Marketplace

HartLand Development Company - Dunaway & Hart, Inc.

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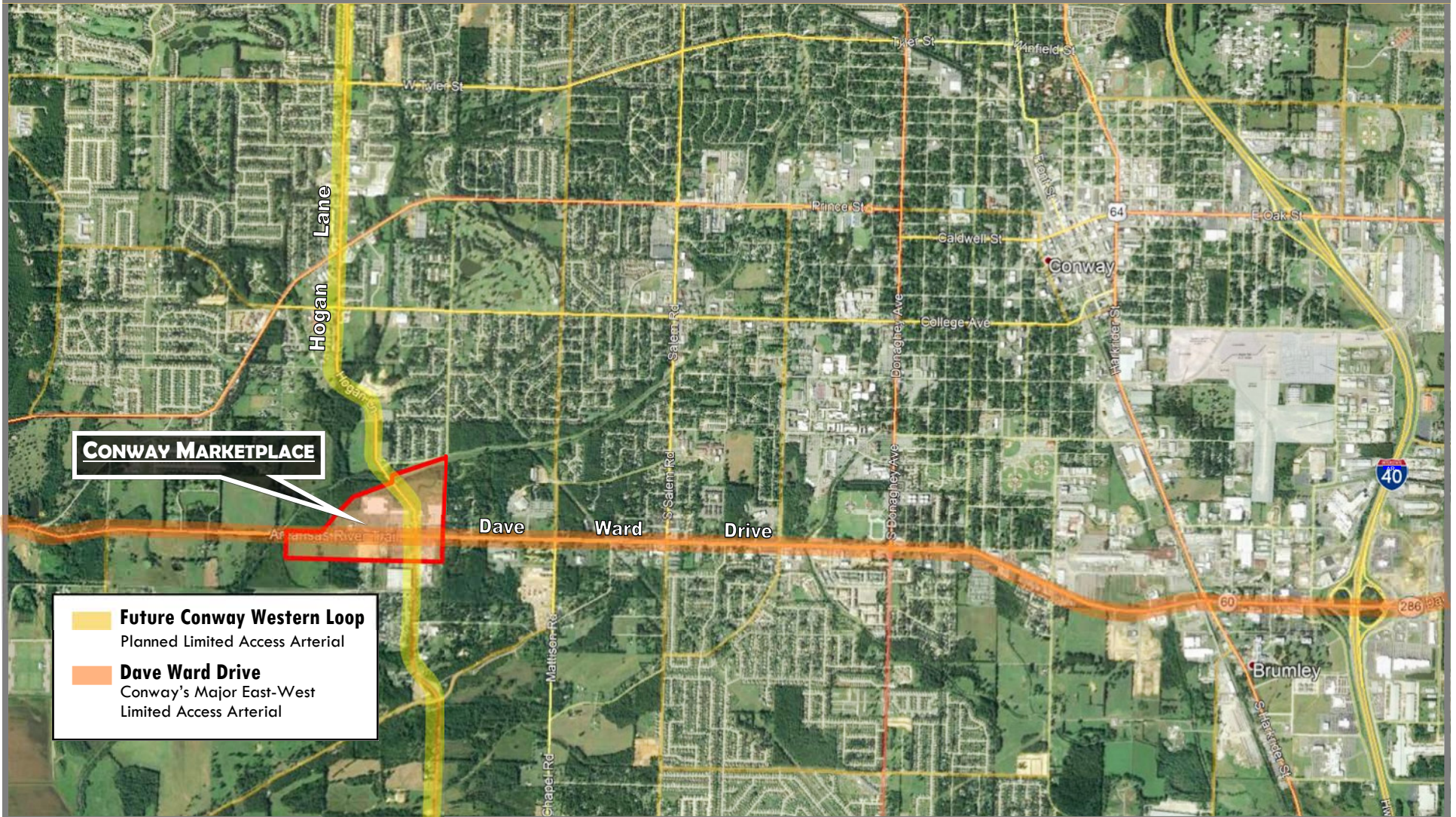
**Commercial
Real Estate
Sales**

**Development
Services**

Dunaway & Hart, Inc.

The Heart of Conway Development

www.hartlanddevelopment.com



OUR CITY

The City of Conway is the county seat of Faulkner County, Arkansas. Conway has experienced rapid growth in recent decades and US Census Bureau data revealed Conway as Arkansas's fastest-growing city for the year of 2022. According to US Census data, the city's population was 64,134 residents in 2020 and is estimated to be 67,617 residents as of 2022. As a result, Conway is currently the seventh most populous city in Arkansas. According to the US Census Bureau, it is a principal city in the Little Rock–North Little Rock–Conway Metropolitan Statistical Area (MSA) which had approximately 757,615 residents in 2022. Conway is home to a large and diverse number of employers and three post-secondary educational institutions, earning it the nickname "The City of Colleges".

CONWAY MARKETPLACE **THE COMMUNITY SHOPPING EXPERIENCE**

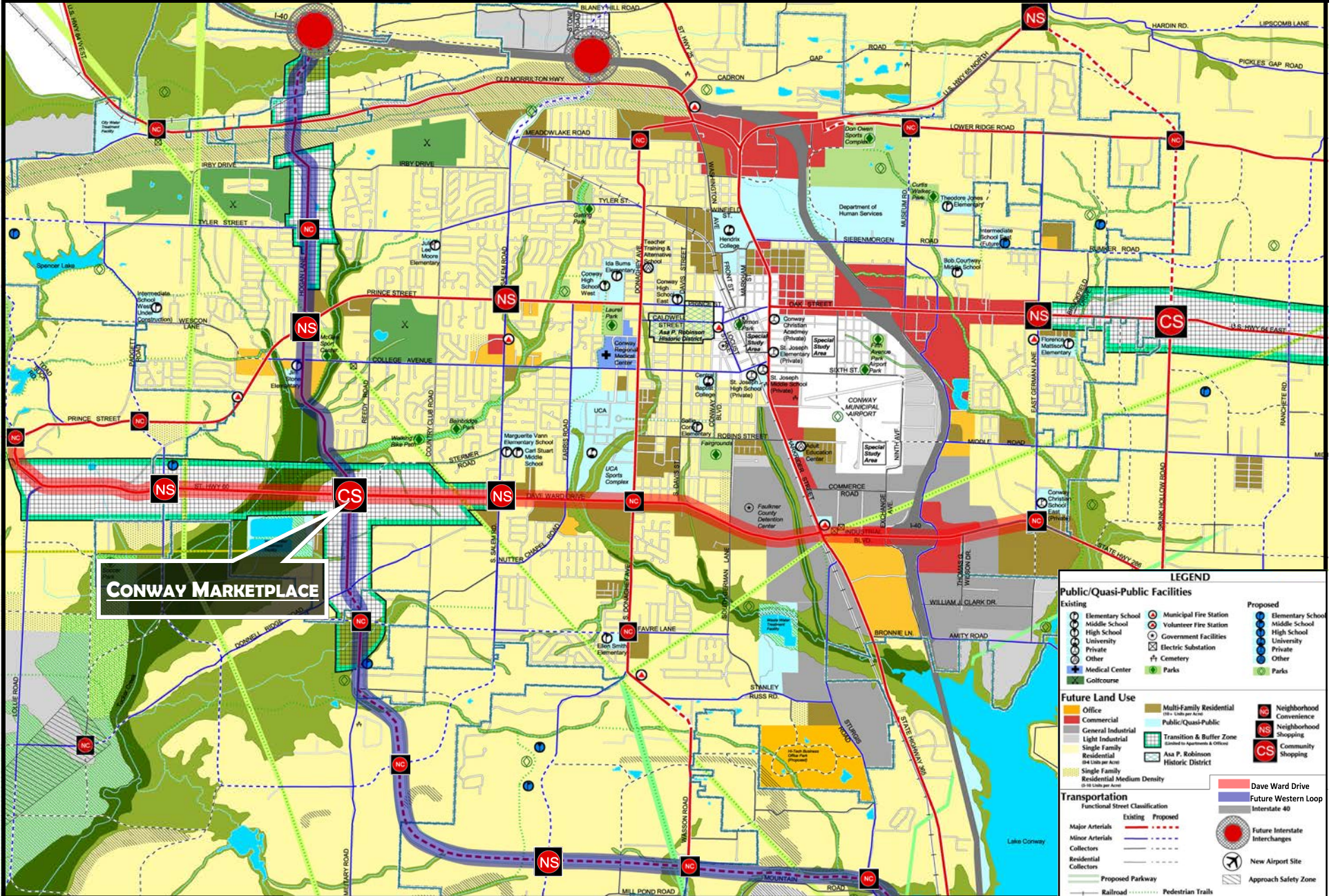
CONWAY MARKETPLACE is near the center of the city's explosive residential growth. It is located in the fast-growing Southwestern quadrant of Conway, directly on the future Conway Western Loop (Hogan Lane) and Dave Ward Drive, which is the major east-west arterial corridor. According to Conway's Comprehensive 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.

A retail district of this magnitude typically offers a wide range of services and general merchandise and anchors tend to be supermarkets, super drugstores, and department stores. Community Shopping Centers generally contain a blend of retail and consumer services including grocery, apparel, home furnishings, toys, electronics, sporting goods, restaurants and banking services. Conway Marketplace is a diverse shopping district containing over 30 developed acres of thriving businesses, with more than 50 acres of additional commercial land currently available.

THE ANCHORED RETAIL ENVIRONMENT **WHY IT MATTERS...**

The Benefits of an anchored shopping center like Conway Marketplace are numerous and the potential for success of satellite retail businesses is greatly enhanced by the presence of a large retail anchor. Anchor stores are generally large chain retailers that attract high volumes of shoppers as compared to smaller, unanchored strip centers. In turn, the retail space surrounding anchor stores receives heightened exposure through vehicle and foot traffic generated from shoppers visiting the anchor store. This gives retailers and other businesses in an anchored shopping center inherently greater sales potential. As an example, Conway Marketplace is home to the city's top-selling Wendy's restaurant (out of three) and the city's top-selling Subway restaurant (out of four) based on annual sales data for 2015. In addition, the closer the business is to the anchor store, the more vehicle and foot traffic will make their way to the area satellite merchants. When searching for a suitable location, the smart choice is to locate in Conway's premier Community Shopping Center, **CONWAY MARKETPLACE!**

City of Conway Comprehensive Land Use Map



LEGEND	
Public/Quasi-Public Facilities	
Existing	Proposed
<ul style="list-style-type: none"> Elementary School Middle School High School University Private Other Medical Center Golfcourse 	<ul style="list-style-type: none"> Municipal Fire Station Volunteer Fire Station Government Facilities Electric Substation Cemetery Parks
Future Land Use	
<ul style="list-style-type: none"> Office Commercial General Industrial Light Industrial Single Family Residential Single Family Residential Medium Density 	<ul style="list-style-type: none"> Multi-Family Residential Public/Quasi-Public Transition & Buffer Zone Aaa P. Robinson Historic District
Transportation	
Functional Street Classification	
<ul style="list-style-type: none"> Major Arterials Minor Arterials Collectors Residential Collectors 	<ul style="list-style-type: none"> Neighborhood Convenience Neighborhood Shopping Community Shopping Dave Ward Drive Future Western Loop Interstate 40 Future Interstate Interchanges New Airport Site Approach Safety Zone
<ul style="list-style-type: none"> Proposed Parkway Railroad Pedestrian Trails 	

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