



# Park Plaza

## Little Rock, AR

Location	I-630 at University Avenue
Anchors	Dillard's (2 stores) and XXI
Size	540,859 square feet
Website	ParkPlazaMall.com

**Mall Facts** Park Plaza is the premier regional shopping mall in the Little Rock market with specialty retailers ALDO, Ann Taylor, Bailey, Banks & Biddle Banana Republic, Build-A-Bear Workshop, Coach, Coldwater Creek, Gap, Hollister Co., Pandora, Sephora, Teavana and Talbots. Park Plaza is anchored by two Dillard's stores and XXI. The Park Plaza Dillard's consistently ranks in the top five performers for the company.

New specialty stores include Clarks, Gearhead Outfitters, Moe's Southwest Grill and Oakley.

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**Trade Area Facts** Strategically located in Little Rock, the economic center and state capital of Arkansas, Park Plaza is surrounded by more than 20 major medical centers employing more than 25,000 healthcare professionals. The area's largest employer, the State of Arkansas, is nearby and employs more than 28,000 people.

The Little Rock trade area offers 22 major institutions of higher learning with more than 50,000 students, including University of Arkansas, Little Rock, with 20,000 students located less than two miles away from Park Plaza.

Seven miles to the east is the River Market area in downtown Little Rock - home to the William J. Clinton Presidential Center and Park that attracts hundreds of thousands of visitors from around the world each year. The Center is instrumental in bringing more than \$1.5 billion in economic development to Park Plaza's primary trade area.

There are currently 28 Fortune 500 companies operating within the Little Rock MSA including Acxiom, Dillard's corporate headquarters, L'Oreal, Dassault Falcon Jet and Stephens, Inc. (largest investment house off Wall Street).

Less than 15 miles northeast of downtown is the Little Rock Air Force Base providing more than 6,000 jobs with an economic impact of more than \$580 million per year.

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## Demographics

### Population Trends

	Primary Trade Area	Secondary Trade Area	Total Trade Area
2019 Projection	363,403	414,864	778,267
2014 Estimate	339,154	387,644	726,798
2010 Census	320,495	366,466	686,961
2014 - 2019 % Change	7.15%	7.02%	7.08%
2014 Daytime Population Estimate	265,716	136,540	402,256

### Average Household Income

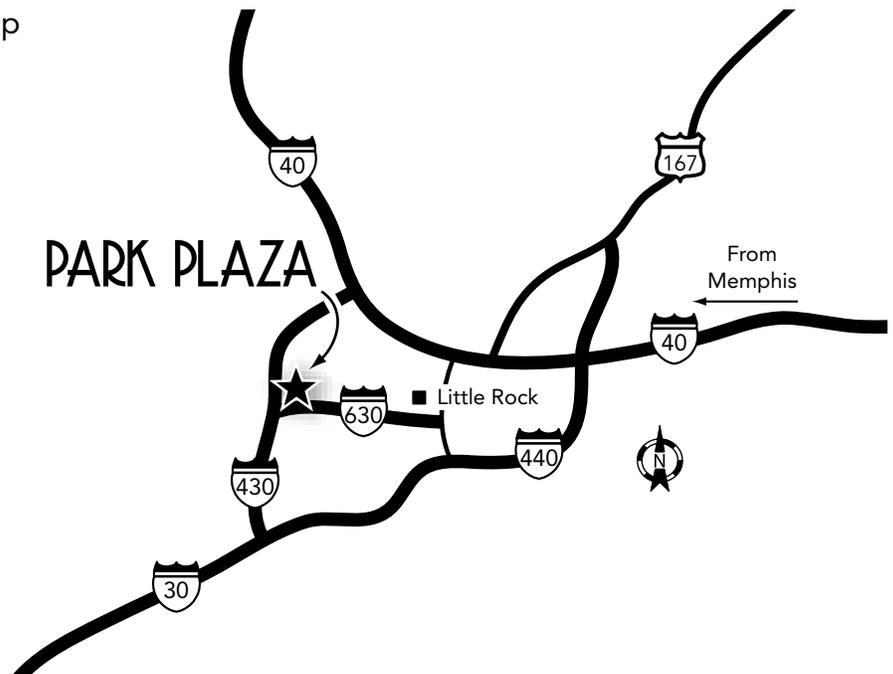
	Primary Trade Area	Secondary Trade Area	Total Trade Area
2019 Projection	\$75,233	\$64,291	\$69,602
2014 Estimate	\$70,461	\$60,252	\$65,231
2014 - 2019 % Change	6.77%	6.70%	6.70%

### Median Age

	Primary Trade Area	Secondary Trade Area	Total Trade Area
2014 Estimate	38	40	39

Source: 2010 Census; Scan/US 2014/2019 Estimates

## Location Map



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