

# PARK PLAZA

Little Rock, Arkansas





# Little Rock

Situated in the heart of Arkansas, Little Rock, the state capital, is celebrated for its welcoming hospitality, rich history, and vibrant culture. Recently recognized as the third most “Travel Worthy State Capital” by USA Today readers, Little Rock’s central location within Arkansas positions it as a strategic hub for commerce and industry.

With an MSA population exceeding 750,000, Little Rock serves as a focal point for major employers across diverse sectors, including healthcare, aerospace, banking and finance, education, and government. The city’s strategic importance is further underscored by its location at the intersection of two major interstate highways, I-30 and I-40, earning it the moniker “Where America Comes Together.” This prime location not only facilitates robust economic activity but also enhances Little Rock’s appeal as a destination for both business and leisure travelers.

## Home to five hospital systems with medical offices boasting over 34,000 professionals



## In the area

### Competition

**The Promenade at Chenal**  
7 miles, 15 mins

**The Outlets of Little Rock**  
9 miles, 15 mins

**McCain Mall**  
10 miles, 17 mins

### Medical centers

**Chi St. Vincent**  
0.5 miles, 3 mins

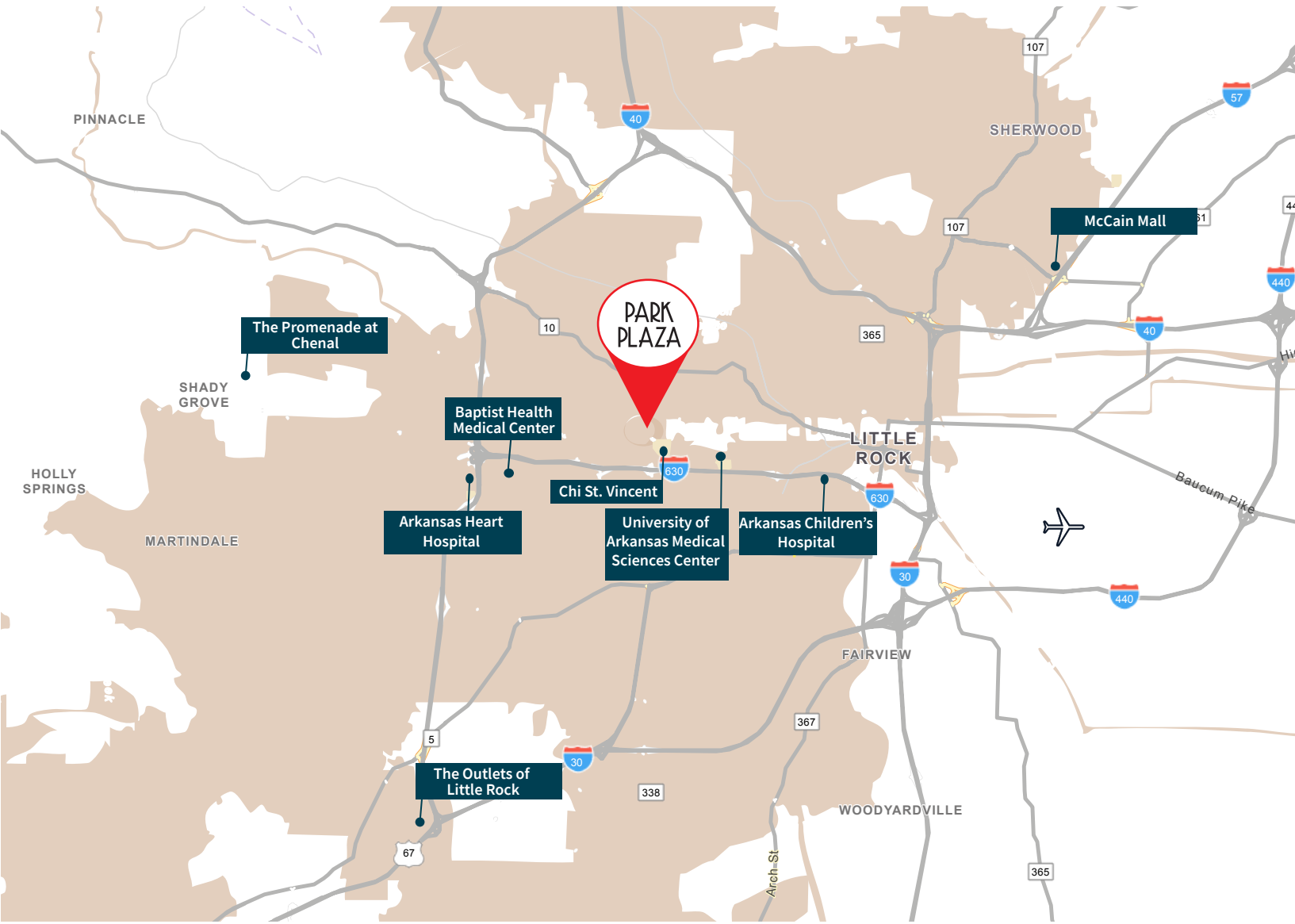
**University of Arkansas Medical Sciences Center**  
1.5 miles, 5 mins

**Arkansas Children’s Hospital**  
3.7 miles, 7 mins

**Arkansas Heart Hospital**  
4.5 miles, 3 mins

**Baptist Health Medical Center**  
3.3 miles, 7 mins

Trade area





# The Shopper



### Emerald City: Middle Ground

Average Household Size: 2.06

Median Age: 37.4

- Young and mobile; most live in urban areas and are renters
- Highly connected, environmentally-friendly consumers with a college degree or professional career
- Embraces the ‘foodie’ culture and enjoys cooking
- Interested in fine arts and enjoys an active outdoor lifestyle



### Young and Restless: Midtown Singles

Average Household Size: 2.04

Median Age: 29.8

- Well-educated, young workers
- Striving to become established and thriving on getting ahead
- More than half of the households are under the age of 35
- Tech-savvy and typically like to live in densely populated neighborhoods
- Brand loyal and research before buying



### In Style: GenXurban

Average Household Size: 2.35

Median Age: 42.1

- Embraces a lifestyle supporting travel, the outdoors, and extensive reading
- Professionals with focus on their homes and outside interests
- College educated, connected, and tech informed
- Income for this segment is supplemented by investments
- Prefers living in older neighborhoods with a mix of residential options

Source: ESRI



Park Plaza Mall is ideally situated at the intersection of Markham Street and University Avenue, conveniently accessible off the heavily trafficked Interstate 630. Just 10 minutes from downtown Little Rock, and anchored by two flagship Dillard’s locations, the center offers three levels of over 550,000 square feet of premier retail, dining, and entertainment options.

75 mins

Average dwell time

37%

Have a college degree or higher

1.9M

Annual visitors

Source: PinPoint by Alexander Babbage and Placer.ai

## Demographics

Area Profile	Population	Households	HH Income	Median age
3-mile radius	71,602	33,760	\$91,829	40.1
10-mile radius	331,498	149,154	\$95,213	39.9
15-mile radius	435,735	191,488	\$95,609	40.0

Source: ESRI, 2025





# Key Retailers







## About Second Horizon Capital

Second Horizon Capital is a real estate impact investment firm that partners with communities to reinvest in and revitalize commercial properties and transform them into vibrant destinations and local economic engines.

The company focuses on investing in, supporting, and stewarding each community that it joins. Second Horizon Capital works to bring all of their key stakeholders, including business owners, community groups, tenants, end-users, and municipalities to the forefront in creating reinvigorated and thriving community hubs.

Additional information on Second Horizon Capital can be found on the company's website at [www.secondhorizon.com](http://www.secondhorizon.com).

## Second Horizon Capital's Approach

Second Horizon Capital has a comprehensive double-bottom line approach where they focus on value creation for each of their centers. Their organization is designed to engage with each center's community stakeholders, national and local tenants, and customers with the objective of creating long-lasting and engaging community spaces.

Second Horizon Capital reinvests into each of their centers, enhancing physical infrastructure, deploying capital in support of their tenants, growing center operating teams, and building out extensive impact and community engagement offerings, to position them for long-term success.







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