

## THE MAUMELLE NEW TOWN DEVELOPMENT

### SITE DESCRIPTION

The 5300 acre town site is located twelve miles northwest of the center of the city of Little Rock, Arkansas, on the northern bank of the Arkansas River with three and one half miles of river frontage. The property extends four miles northward from the river frontage to the main line of the Missouri-Pacific Railway, which forms the northern boundary line. Water, electric power, and natural gas are already available at the site. Also, there is an existing road system which was installed by the Army Engineers when the property was utilized as an ordinance plant. This road system is stable enough to accommodate heavy trucking.

Rolling wooded hills characterize the western portion of the site with land of gentle flat grades to the east and south. There is an interesting difference in elevation of some 300 feet from one point to the other. The terrain varies in elevation from 260 feet to 600 feet above sea level. Many challenging views are found within the site, across the golf course, the river, the two existing lakes and toward Pinnacle Mountain.

The drainage for the site is quite good. A high ridge runs north and south down the site to form a great valley with two existing lakes and several more to be built into the natural lake bed formations made by the terrain. All of this adds to and enhances the natural beauty of the wooded and rolling landscape.

The climate of the area is characterized by mild winters with little snow and long pleasant summers. The U. S. Weather Bureau's 60-year records show an average mean temperature of 42 degrees in January and 81 degrees in July, with a 47-inch annual rainfall and 4.9 inches of snow annually. The mean relative humidity at 7:00 p.m. is 60% and the mean wind velocity is seven miles per hour. The average annual hours of sunshine, based on a 47-year record is 63% of the total possible daylight hours.

The development is well served by highways and railway. Interstate Highway 40 from Oklahoma City to Memphis is less than a half a mile from the site at the Morgan Interchange with Route 365. A paved service road already serves the town site from Route 365. Three miles east of the site, Interstate 40 will be linked to the proposed Interstate 430 from the South. Interstate 430 is part of the outer circumferential route which will by-pass North Little Rock to the North and Little Rock to the West, with an additional river crossing only a short distance downstream from the town site which is scheduled for completion by 1972. A direct connection with Interstate 430 will be built with the intersection of Crystal Hill Road, thus giving added emphasis and convenience to the river road approach to the new town. The three major access routes into the site will join at the proposed town center to form a parkway loop serving industry on one side and the residential and commercial areas on the other. A part of the proposed internal road system is already in place with a good sub base.

A railroad spur line presently serves the site, along the northern section of the development. A new spur will be built directly into the eastern edge of the town site in conjunction with the proposed industrial park development.

The U. S. Corps of Engineers is building a series of locks and dams to make the Arkansas River navigable from Tulsa down to the Mississippi River. Lock and dam number 7 is now under construction some five miles south of the property which will open barge navigation to the site when construction is completed by the end of 1968. Upon completion of Lock and dam number 7, the river level will reach an elevation of 249 feet with a controlled depth of nine feet. The river training will take about three feet off the peak flood line. The high record flood for this area was in 1927 with a recorded high level elevation of 266 feet.

#### PLAN OUTLINE

The City of Maumelle is being planned to become a balanced community of up to 60,000 population with interrelated provision for many industries of various sizes and types, for commercial enterprise and employment; residences of various scales and for a wide range of income levels, many to be in a setting around the golf course, lakes, and landscaped park areas. Both indoor and outdoor recreational facilities are planned taking imaginative advantage of the river front, the lakes, both existing and to be created, and the natural wooded parks of varied character.

The parks and the schools are to be connected by inviting and pleasant internal pedestrian paths and greenways, which link each with the other and coverage on the town center. Separation between pedestrians and vehicular traffic will have major attention in the plan.

A large number of eminent planning consultants have been employed to advise in the development of the new community. These people are recognized leaders in the field of creative development, together with other consultants in such fields as economics, administration and government, urban sociology, applied family and child psychology, recreation, and public health. Mr. Albert Mayer of New York City and Mr. Edward Echeverria of Washington, D. C., and the firm of Ginocchio, Cromwell, Carter & Neyland, Inc. are associated as the principal planners. Mr. Edmund B. Ault of Silver Springs, Maryland, has been chosen as the architect for the golf course. Economic consultants are Robert Gladstone and Associates of Washington, D. C. Mr. Henry Bain of the Washington Center for Metropolitan Studies is the consultant for governmental affairs. Dr. Harold Moore, Professor of Education at Arizona State University, Tempe, Arizona and Dr. Roy Allen and Mr. Richard Shurtz of the University of Arkansas, will advise the Company on school system planning. Members of the Corps of Engineers, Bureau of Outdoor Recreation, and the States Parks Publicity Department are giving advice and assistance in recreational planning. Commercial development and real estate investments are being studied by Larry Smith and Company. Industrial development planning is being done by Mr. Everett Tucker of the Little Rock Industrial Development Corporation. These planners have been at work for several months. They have already produced preliminary land use and circulation plans..



In particular, the school system is having searching attention during the planning stage. In the rapidly evolving and almost revolutionary changing conditions in education, an embodiment and synthesis of the most promising innovations in school development is being sought. A year-round day and night community school system for all age groups, including adults and the elderly as well as children is being investigated. The total system under study ranges from pre-school nursery and kindergarten to, at the upper end, job-oriented training and re-training. Community-wide recreation and the public health system will be closely allied to the school system through the planning process. A Computer Center for complete city-wide automation is being investigated to serve not only business and industry but also City Administration, traffic control, utility flow, schools, hospitals, and public health systems.

As evidence of the value placed on ample recreational installations, an eminent golf course architect, Mr. Edmund B. Ault, was commissioned to design a thirty-six hole championship course which has already been approved by the owners. Construction of the first 18 holes of the course is now underway. The course is scheduled to be in use by the summer of 1968. A public marina on the Arkansas River as well as a private yacht club are two other recreational elements which will be built and are expected to be in much demand.

Thus, planning is now well underway, and several aspects of the work in the field of development are now in progress. However, the thinking of the developers is sufficiently flexible so that, to the extent possible, they will consider the early industrial and commercial developers and the first residents in Maumelle as "consultants" whose viewpoints and experience they will seek.

The new City of Maumelle is being planned to embody all those civic, social, and physical elements which the twentieth century has evolved; to eliminate as far as possible the negatives which urban life has developed, and to include as far as possible the potentials for improved community living that are emerging through the most modern day technology.

#### ECONOMIC FACTORS

The property was appraised by Mr. Wesley Adams, MAI, in March, 1967, for a market value in its present state at \$ 3,725,000. This value is predicated on its desirable locational factors with respect to rail, highway, and water transportation, its proximity to the expanding Capitol City of the state, and the growing demand and prominence of its market area in the south and southwest.

The important factors in the ultimate potential of this development include the present, very limited, supply of useable industrial land elsewhere in the metropolitan area which turns major attention of industrial prospects on the Maumelle Industrial Park. Also important to the potential growth and rapid development of the proposed new town is the impressive population growth projections. Current population estimates for the metropolitan area exceeds some 293,000 people. Projections for future years indicate a population from 325,000 to 340,000 by 1970 and between 400,000 and 430,000 by 1980. The average annual gain in households in the metropolitan area has a projected range of between 1,500 and 2,500 yearly by 1970 and between 2,200 and 2,700 yearly by 1980. By 1970 about 2/3 of the new household gains will be contributed by in migration. Market studies have indicated that a planned community such as Maumelle can expect to capture, at the very least, 10% of the new housing market in the years ahead and a steady absorption pace with an average of between 400 to 500 units per year projected throughout a 20-year development program. A substantially better pace can be attained in this instance because of the low original cost of the land to the developer, and since a better housing value can be offered along with a superior planned environment. Development and absorption will also be spurred by the fact that useable housing areas in the metropolitan areas are becoming more limited and remote. Features of terrain such as the river, low lying swamp areas, and high bluffs presently inhibit development in many directions and metropolitan residential growth is now reaching out to some of the last available lands. Thus, Maumelle offers the perfect opportunity for metropolitan residential expansion which will increase residential demand in this area.

Preliminary financial projections prepared by our economic consultant, Robert Gladstone & Associates, made the following findings:

#### Cash Requirements

We estimate that a total of \$3.2 million should be invested in the Maumelle tract by the end of 1968 in order to provide an appropriate array of marketable products. This figure is composed of approximately \$1.3 million for land purchase, preliminary planning and initial administration expenses, plus approximately \$1.9 million for initial capital construction and various overhead activities. An additional \$800,000 required for the completion of basic utilities, lot finishing, construction of apartments and continuing management expenses will be available from sales proceeds from finished lots and industrial tracts.

Total expenditures during the first stage marketing program should come to approximately \$4.1 million, including the reinvested revenues from sales.

#### Development Values

Total cash revenues during the 7 year development period should total \$3.2 million. In addition, the developers will retain title to the golf course, on which we place a conservative evaluation of \$500,000 (five times annual net cash throw), and the remaining undeveloped 4,470 acres, which we conservatively value at \$2.1 million (or \$470 per acre, which assumes a growth in value at 10 percent each year.)

Total values created during the first stage of development are placed at over \$5.8 million, yielding a profit, over the first stage of development, of approximately \$1.8 million. \$800,000 of this profit can be attributed to Stage 1 development activities; the remainder to growth in value of the retained, undeveloped acreage.