



June 23, 2014

The Honorable Mark Stodola, Mayor  
Members of the Board of Directors  
City of Little Rock  
Little Rock City Hall  
500 W. Markham Street, Room 203  
Little Rock, AR 72201

Re: MAPCO Project at 3<sup>rd</sup> St. & Broadway Ave., Little Rock, AR

Dear Mayor Stodola and Members of the Board of Directors:

MAPCO is excited about the opportunity to continue its investment in Little Rock and Central Arkansas by building a state-of-the-art convenience store at the northwest corner of 3<sup>rd</sup> St. & Broadway Avenue. We believe that by eliminating several vacant buildings and redeveloping the site as a MAPCO Mart we will be bringing much needed redevelopment that would include fresh food, grocery, merchandise and fueling services to the underserved downtown community.

Through our many public and private listening sessions with you, the Directors and other prominent citizens and associations concerned with the well-being of the downtown community, we have heard several recurring concerns and want to address them prior to our presentation and Board vote scheduled for July 1, 2014.

1) *Security*

- Our proposed project involves removing two dark, vacant buildings with poorly lit underground parking and two billboards and replacing them with an attractive, modern and inviting convenience store.
- The entire premises will be brightly lit with dark sky compliant LED lighting from dusk to dawn.
- A full complement of digital security cameras (15+) will be installed inside and outside the store.
- The store register is limited to a maximum of \$50 at all times.
- We intend to provide double coverage+staffing during overnight hours

2) *Single Serve Beer Sales*

- We will voluntarily remove all 32 & 40 ounce single serve beer bottles and cans from our present merchandise offering.

3) *Traffic*

- Our development calls for eliminating four of the current eight curb cuts at the site, thereby reducing the number of potential entry/exit points by 50%.
- Being a convenience+business rather than a destination+business, we draw customers from existing traffic, rather than generating new traffic. Independent traffic studies around the country have confirmed this and we are forecasting very limited traffic increase.

4) *Landscaping*

- We have reinforced our initial landscaping plan to a plan that exceeds the city's requirements.
- We have eliminated a parking space at the intersection of 3<sup>rd</sup> & Arch Streets as part of the plan to anchor both corners of our development with attractive landscaping elements.



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5) *Architecture/Design*

- While there is a lack of uniform design element to the various buildings surrounding our proposed store, MAPCO has offered on several occasions to listen to suggestions from Little Rock staff with regard to modifying our design elements to make sure our building complements the existing downtown architectural landscape. We look forward to our building being an architecturally pleasing addition to the area.
- Our store will not be visible from the Robinson Center, the Courthouse, City Hall or other important landmarks, despite allegations to the contrary.
- Our adjacent uses consist of multiple surface parking lots, an Enterprise Car Rental business, a municipal garage, an automotive body shop and the County Administration building. All adjacent property owners have sent letters of support for our project.

We look forward to being an active part of the downtown Little Rock community and to sponsoring pro-growth activities involving the Downtown Little Rock Partnership and the entire business community.

We have listened to the community's concerns and have modified our building and operational plans (within the constraints of our economic model) with the adjustments outlined above. We look forward to reviewing these again on July 1 at the Board of Directors meeting and respectfully request your support for our project.

Thank you for all your time and consideration and please let me know of any additional concerns or questions.

Sincerely,

*Steve Vanden Noven*

Steven W. Vanden Noven  
Director of Real Estate

*Joe Whelan*

Joseph F. Whelan  
V.P., Strategic Growth