

Schickel

DEVELOPMENT

Little Rock, Arkansas



It's always great to deliver more than you promise. Chenal resident and developer, Lou Schickel has done just that! One year ago, Schickel promised a beautiful, upscale shopping mecca and now we can experience Pleasant Ridge Town Center first hand.

The location boasts some of the finest shopping available, melding regional influences with successful local merchants in a relaxing, upscale atmosphere. Located just 10 minutes from eight country clubs, the target client



tele is upscale and the merchants support this master plan. Convenient to major interstate highways, hotels, the Big Dam Bridge, downtown and several entertainment venues, Pleasant Ridge Town Center is literally in the middle of everything. Schickel says, "We see this location as very, very unique."

Schickel, a visionary in the Little Rock market, has a unique approach to shopping

from the community." Schickel continues to choose his tenants carefully, rejecting offers from huge fast-food companies, lest they change the upscale atmosphere. At 77% occupancy, the center is steadily reaching capacity. Two restaurant out parcels are still available. Schickel's interests lie in upscale steak or Mexican restaurants to fill the vacancies. These would certainly compliment the ex-

and quickly became the talk of the town.

"My leasing and tenant coordinator, John Magee, has done a remarkable job of bringing in the better tenants and creating a very exciting synergy." The complete line-up at Pleasant Ridge Town Center includes: AT&T, Belk, Beyond Cotton, Bonefish Grill, Burnett Interiors, Cheeburger Cheeburger, Crew Restaurant, Cupcakes & Caterpillars, The Fresh Market, Frock & Sole, Frontiers, Glò, Hallmark, Huntington Learning Center, Imagine,



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center development. "When I travel, my hobby is visiting shopping centers. I like to study how they function internally, as well as how they compliment the surrounding neighborhoods. Over the years I have visited some of the most popular shopping venues in the world. In my opinion, our center compares to the very best."

The outdoor living design provides a serene setting in which to enjoy the shopping experience. With 50 park benches, free wi-fi, smooth transition walkways, music, parking at the door and green spaces to tie it all together, Schickel has created a sophisticated environment. Schickel says, "At the Pleasant Ridge Town Center, we have created a unique mix of national, regional, and local retailers. They are young and energetic people who are committed, competent, talented and successful. I feel extremely fortunate to have such high caliber tenants in one center and I am thrilled with the positive response I have received

isting Crew Restaurant, Imagine Restaurant, Cheeburger Cheeburger and the recently added, Bonefish Grill.

The latest additions to the occupant list include Molly's Paperie, with modern custom printing for all your invitation, note and cards needs, Woof! Woof!, boasting luxurious canine accessories, Thread, offering working style fashions with a trendy edge, Minx, with new and exciting brands for the fashion conscious, Jeanté, a women's boutique, as well as Frock and Sole. While the Parisian name has changed to Belk, the brands and atmosphere remain upscale.

The biggest buzz on the street is the addition of The Fresh Market. The open atmosphere with a European influence has been tantalizing Little Rock residents with the freshest fruits and vegetables, gourmet cheeses, an olive bar and pre-cooked foods as well. The Fresh Market hit the area with a splash

Indigo Home, Jeanté, M2 Gallery, Merle Norman, Minx, Molly's Paperie, Nia J's, The Sassy Stork, Scarlet, Strasburg Children, Thread, Tuck & Cover, Vesta's, Warren's Shoes, and Woof! Woof!.

Lou Schickel moved to Little Rock in 1966 to work as an engineer on the Murray Lock and Dam project. When construction was completed, both Schickel and his family had made Little Rock their home and wanted to stay in the area. At that time, Schickel opened a dry cleaning business and eventually diversified to other business ventures including commercial real estate. Nearly 40 years later, his endeavors provide us one of the most luxurious shopping venues in the region. Convenient to his own Chenal Valley neighborhood, Pleasant Ridge Town Center is a welcomed addition to the area for a "start-to-finish" shopping experience.