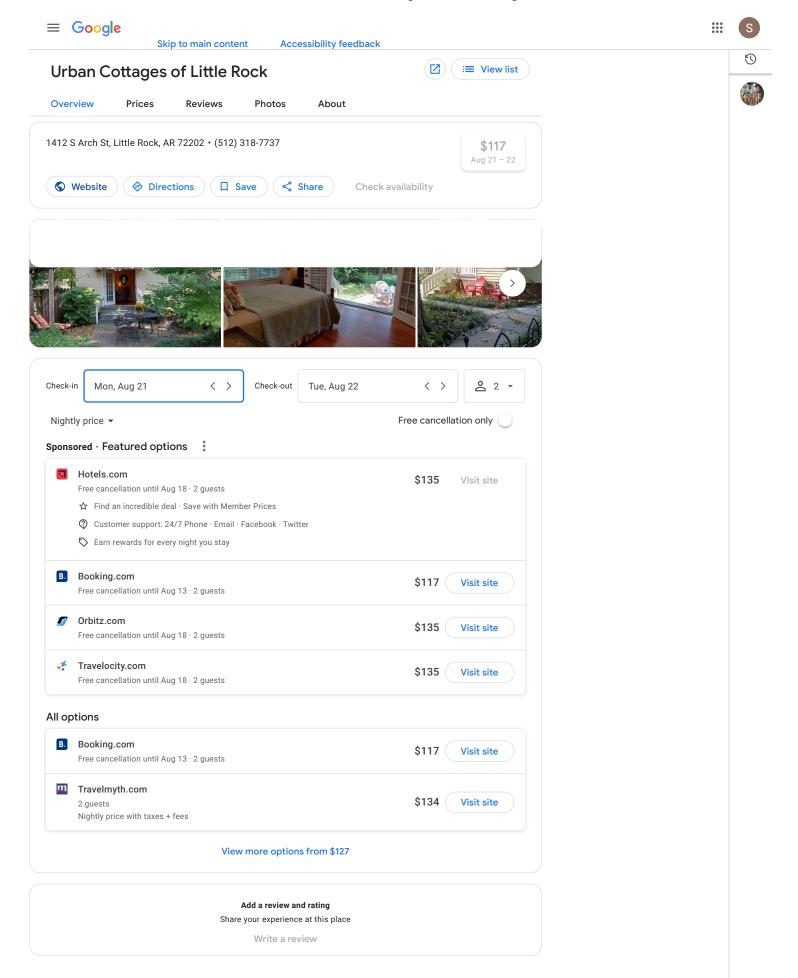
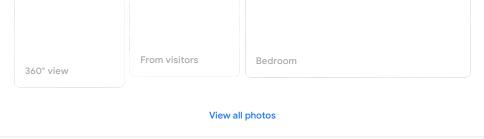
## EXHIBIT E



0/ // 2			Cibili Collages of Ellite	Rock Google In
	Urban Cottages of L	ittle Rock	<b>\$117</b> • Aug 21-22	View prices
	Exterior			



#### Web results

🔶 https://www.urbancottagesIr.com

#### Urban Cottages of Little Rock in Little Rock, AR - Home

2023. All Rights Reserved. **Urban Cottages of Little Rock**. Website Design & Reservation Software by ResNexus Privacy Policy Terms of Use ADA.

✓ More web results

#### $\mathsf{sponsored} \cdot \mathsf{Similar} \ \mathsf{hotels}$

(j)

0

\$37	\$136	\$85	
Motel 6 Little Rock, AR - Ai 3.7 ★★★★★ (1,076) Casual rooms in a no-frills motel ✓ Free cancellation From P Priceline	Hilton Garden Inn Little Ro 4.2 ★★★★★ (693) Polished quarters in a refined prop From ऄऄ Hilton Garden Inn Little R	Garden Inn and Suites 4.0 ★★★★★ (299) Down-to-earth budget hotel offerin ✓ Free cancellation From P Priceline	D( 4.) Cl;

#### People also viewed

#### Urban Cottages of Little Rock - Google hotels

0

Urban Cottages of Little Rock		<b>\$117</b> • Aug 21-22	View prices
\$119	\$148		\$118
Rosemont B&B Cottages 4.6 ***** (137) Free breakfast, Wi-Fi, and parking 0.1 mi away	AC Hotel by Marriott Little 4.2 ★★★★★ (316) Free Wi-Fi 0.7 mi away	Homewood Suites by 4.3 ★★★★★ (683) Free breakfast and Wi-Fi 0.9 mi away	Hilto Hi 4.: Fre 0.5

#### Vacation rentals nearby

\$124/night	\$124/night	\$127/night	
Sep 1 - 4	0ct 21 - 25	Aug 9 - 13	
Urban Cottages	Rosemont BB Cottages - J	Somerset Suite	Tr
Vio.com	Bluepillow.com	Bluepillow.com	¥
12 bedrooms · Sleeps 10	1 bedroom · Sleeps 2	1 bedroom · Sleeps 2	1 t
0.1 mi away	0.1 mi away	0.1 mi away	0.1

#### Popular hotels in Little Rock

\$116	\$116	\$123	
Holiday Inn Little Rock-Pre 4.0 ★★★★★ (1,051) Free Wi-Fi and parking 1 mi away	DoubleTree by Hilton Hote 4.0 ★★★★★ (1,951) Free Wi-Fi 1 mi away	Home2 Suites by Hilton Lit 4.5 ★★★★★ (651) Free breakfast, Wi-Fi, and parking 6.6 mi away	Hi 4. Fre



#### Jacksonville, FL, USA - From your Internet address

Learn more

About Privacy Terms Join user studies Feedback Pricing issues Help Center About this data Web results

Displayed currencies may differ from the currencies used to book properties. Learn more

From:	Joel DiPippa
То:	Amy Jones (ADPHT)
Cc:	Sybil Hampton
Subject:	CZDC Commercial Activity GovMansion District
Date:	Monday, August 7, 2023 11:18:13 AM
Attachments:	LRFR-Logo7-58d7b962-1920w.png

You don't often get email from capnloco@gmail.com. Learn why this is important

Dir. Jones,

Thank you for your time this morning.

There is a Short Term Rental operating at the corner or Arch & Daisy Bates, <u>1400 S Arch</u> <u>street</u>. I know that it is an STR-2, or purely commercial activity, because of the mortgage filed with the county includes an addendum that prohibits the owners from using it as a residence.

There has been no communication with the surrounding houses to provide contact information, in fact the people I believe to be management and staging company employees have expressly avoided interacting with myself and other neighbors.

There has been no notice of change in zoning and the company advertised that or has 7 bedrooms with the ability to sleep 15 people. This can create a significant issue for on street parking in the area.

The property was listed on AirBnB intermittently, but the following link shows it's advertisement for short term lease:



I am copying my neighbor who has also had the same experiences as well as additional information regarding nearly a dozen lime scooters on the block late at night from lessees, et cetera. I can provide a copy of the mortgage filed with Pulaski county that shows that the owners who took out the mortgage are prohibited from using it as a residence if needed.

#### SUPPLEMENT Use Permit Application for PJ Arch LLC 1400 S. Arch St, Little Rock, Arkansas 72202

This supplement is being provided for additional consideration of the application of PJ Arch LLC ("<u>PAL</u>") for a permit, to the extent one is necessary, for use of 1400 S. Arch St., Little Rock, Arkansas 72202 (the "<u>Property</u>") as a short-term rental. The following information is relevant to Little Rock's newly enacted short-term rental ordinance (the "<u>Ordinance</u>"), which is applicable to properties outside of the jurisdiction of the Capital Zoning District Commission ("<u>Commission</u>"). Accordingly, this information will likely be relevant to the Commission's consideration of PAL's application.

#### I. PAL HAS A LOCAL PROPERTY MANAGER AVAILABLE 24/7

PAL has retained, at its own expense, a full-time property manager who is an Arkansas native and has lived in Little Rock for the past 25 years: Sarah King, owner and founder of Little Rock Furnished Rentals. Ms. King is available around the clock, 24/7, to address any complaints within minutes (and certainly well within 60 minutes as required by the Ordinance). She has nearly a decade of experience managing short term rentals magnificently. She has impeccable reviews and accolades on all short-term rental websites, and has even achieved the coveted title, "Superhost," on Airbnb. Specifically, Ms. King has earned a staggering 880 reviews on Airbnb, 93% of which are five-star perfect ratings. In the most recent quarter, she has hosted over 2,299 nights and over 351 stays on Airbnb. That does not include direct bookings. Suffice is to say that she is the crème de la crème for property management. She personally inspects and restocks the Property after each reservation.

Additional details about Ms. King are as follows:

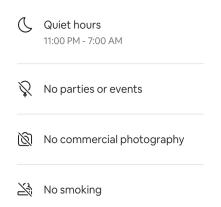
I'm a native of Fayetteville, Arkansas who moved to attend college in Central Arkansas, ultimately obtaining a master's degree in informatics and traveling back to Fayetteville for an MBA. Prior to starting Little Rock Furnished Rentals, I worked in healthcare for 25 years including several years at Arkansas Children's Hospital and 15 years at the University of Arkansas for Medical Sciences in hospital administration, ultimately reporting directly to the chancellor as a process improvement analyst. I subsequently went into consulting and worked with large health care organizations such as Emory, UT Health, Orlando Health, and many others to improve business processes and patient experience. I traveled extensively for work and learned a lot about what makes a temporary home feel like a comfortable respite for both travelers and families. I love improving every step of a process that are replicable and efficient. I love making beautiful spaces that feel like a home away from home. My background gives me a unique insight into what

makes spaces appealing for a variety of clients such as medical travelers, corporate travelers, and tourists. I've always loved home design, historic homes, and prior to starting my business, my hobby was updating my personal home...myself...by hand. I also love supporting local, small, Arkansas businesses. To the extent that I possibly can, when doing a design project, I source materials and labor from local suppliers, artisans, and businesses. Much of my corporate background included reporting on performance metrics.

Ms. King will be present on PAL's behalf at any scheduled hearing on this application. Ms. King can be reached directly by phone at (501) 414-9411 or by e-mail at Sarah@LittleRockFurnishedRentals.com.

#### II. PAL HAS STRINGENT HOUSE RULES THAT ARE ENFORCED

PAL has strict house rules that guests must contractually agree to prior to being allowed to stay at the Property. The house rules are enforced by both Ms. King, as property manager, and Airbnb, as the connecting platform. Indeed, Airbnb has an entire department dedicated to community safety and respect. They take complaints seriously and initiate in-depth investigations for *every* complaint that may implicate a violation of house or platform rules. The following house rules, among others are conspicuously noted on the listing itself:



And the following additional rules are part of the pre-booking disclosures that must be agreed to prior to being accepted as a guest:

<u>Preservation and Respect</u>: Our neighborhood holds a rich history, and it is essential that we work together to preserve its unique charm. By staying in our home, you agree to respect and uphold the guidelines outlined below:

<u>Noise Levels</u>: Please be mindful of the serene surroundings and the historical nature of the area. Keep noise levels to a minimum, particularly during evening hours, to ensure the tranquility of the neighborhood.

**<u>Parking</u>**: Park all vehicles, scooters, or other modes of transportation exclusively within the designated driveway. Avoid parking on sidewalks, lawns, or in front of neighboring properties, as this helps maintain the aesthetic appeal of the neighborhood.

<u>**Trash Disposal**</u>: Utilize the provided waste receptacles and ensure that no trash or debris is left in public spaces or around the neighborhood. Keep our surroundings clean and welcoming for all.

**<u>Respectful Behavior</u>**: Treat our neighbors and the community with respect and courtesy. Engage in activities that enhance the sense of community and uphold the dignity of our historic district.

**Exterior Modifications**: Do not make any exterior modifications to the property or surrounding areas. This includes temporary structures, signage, or decorations that could alter the historical appearance of the home and neighborhood.

**Landscape Preservation**: Please refrain from disturbing or altering the landscaping around the property. The lush greenery and architectural details contribute to the character of the area.

<u>Security and Privacy</u>: Ensure that you close all doors and windows securely when leaving the property. Maintain your privacy as well as the privacy of our neighbors.

**Local Regulations**: Familiarize yourself with local regulations, including noise ordinances and other applicable laws, to ensure your activities align with the community's standards.

With these rules, guests of the Property agree to respect our neighborhood, its aesthetics, tranquility, safety, and cleanliness. And again, to the extent there are suspected violations of our house rules, we have been encouraging neighbors to contact Ms. King and her team. To the extent neighbors instead choose to contact the Commission, this application ensures that the Commission has the appropriate contact person and information to notify us promptly of any issues. We commit to investigating and remediating any suspected violation of our house rules immediately.

In addition to the aforementioned rules, PAL and Ms. King have strict policies in place that govern the approval of guests who seek to stay at the Property. For example, we do not permit simultaneous rental to more than one party under separate contracts. We also do not permit bookings for a period of less than forty-eight (48) hours.

#### III. THE PROPERTY IS CODE COMPLIANT

The Property was recently purchased by PAL in May 2023. During the purchase process, PAL ensured that the Property was in compliance with all zoning, fire, and other regulatory codes, including ordinances. PAL is committed to keeping it that way, and this application proves it. We seek to do everything above-board and in full conformity with law and regulation.

To ensure the Commission has everything it needs for a thorough-review, we are including as <u>Exhibit F</u> hereto floor plans recently compiled by a licensed inspector showing ingress and egress of each room in the Property. Carbon monoxide and smoke detectors are on all levels and all paths to egress. A fire extinguisher is located in the kitchen, where it is easily accessible.

#### IV. THE PROPERTY IS FULLY INSURED

PAL insures the Property under a fire and general liability policy specifically designed for rental properties. The coverage, in the aggregate, is for well over \$1,000,000. A copy of the insurance policy, in a certified PDF file, is being sent herewith.<sup>1</sup>

#### V. PAL EMPLOYS A RING SECURITY CAMERA

To ensure the safety and security of our Property, neighborhood, and guests, the Property is equipped with a state-of-the-art security system manufactured by  $Ring^{\odot}$ . A true and correct snapshot of the "live view" from the camera is annexed hereto as <u>Exhibit G</u>.

#### VI. THE PROPERTY IS A LOCAL SAFE HAVEN

In addition to the many benefits the Property brings to the community, which are discussed in the original application packet, the Property also serves as a safe haven to local residents whose homes become uninhabitable. Whether due to natural disasters or simply because an air conditioner breaks down, the Property is available to locals. A true and correct snapshot of a message from one guest explaining his air conditioner broke down and that's why he chose to stay at the Property is annexed hereto as <u>Exhibit H</u>. This exhibit is just exemplary. The Property has been a home to

<sup>&</sup>lt;sup>1</sup> The document is a secured file, certified by the insurer, and is therefore unable to be attached to this supplement. It must be sent as a separate file.

victims of HVAC issues and families that were repairing Tornado damage to their own homes. The Property thus serves as a safe haven for the Little Rock community.

#### VII. ADDITIONAL BENEFITS OF THE PROPERTY

The original packet discussed some of the benefits of permitting the Property to operate as a short-term rental in the community. We again reiterate these benefits and supplement these points with thoughts from an Arkansas native as follows:

Transforming a historic home in the Arkansas governor's mansion into an Airbnb would provide several compelling benefits. Firstly, it would significantly contribute to the local economy by generating tourism revenue, and boosting spending on local businesses. The influx of tourists attracted by the unique opportunity to stay in such a historic and prestigious location would result in increased demand for accommodations, dining, and various services.

Moreover, the interior design efforts required to prepare the home for Airbnb guests injected new life into the property and its surroundings. This process supported many Arkansas small businesses and artisans. The design process required collaboration with local craftsmen, artisans, and suppliers, providing employment opportunities and fostering a sense of community involvement. This effort could also extend beyond the home itself, encouraging other property owners in the area to invest in preserving their own historic homes, thereby enhancing the overall aesthetic and historical value of the neighborhood.

Exposing tourists to a distinctive area of Arkansas through the Airbnb would further showcase the state's rich history and culture. Many visitors might not be familiar with the region, and offering them the chance to experience the beauty and significance of a historically significant home would create a lasting impression. This exposure could inspire them to explore more of Arkansas, visit local attractions, and engage in other cultural activities, thus benefiting not only the immediate community but also the broader tourism industry in the state.

In conclusion, converting a historic home in the Arkansas governor's mansion into an Airbnb has the potential to be a win-win proposition. It would stimulate the local economy, foster revitalization efforts, and introduce tourists to the unique charm and history of the area, making it a valuable addition to both the local community and the broader state of Arkansas.

#### VIII. AVAILABILITY FOR FURTHER INQUIRY

We remain available at your convenience and are happy to provide any additional documents or information required by the Commission. Thank you.

# EXHIBIT F



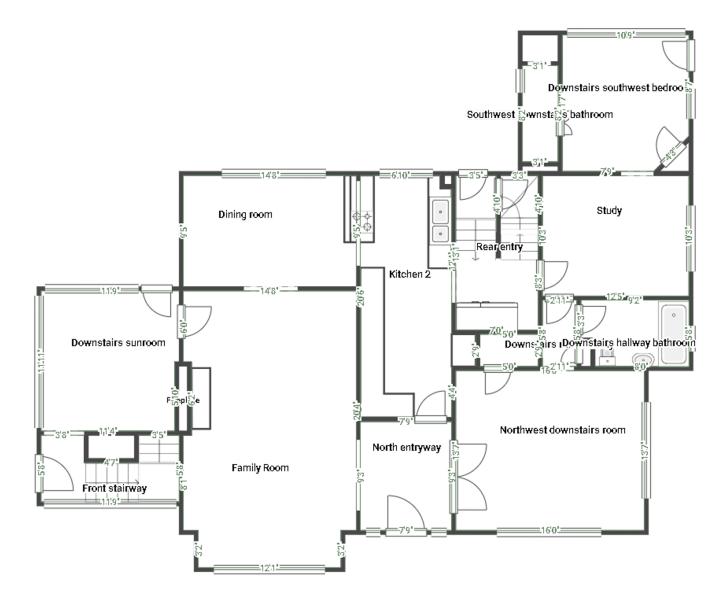
## 1400 South Arch Street Little Rock AR 72202: 1st floor



Disclaimer: the floor plan is for illustrative purposes only. The measurements contained therein are an approximation and may not be exact. While we do not doubt the floor plan's accuracy to within +/- 5%, we make no guarantee or representation and grant no warranty, express or implied, regarding the floor plan or its accuracy or completeness.



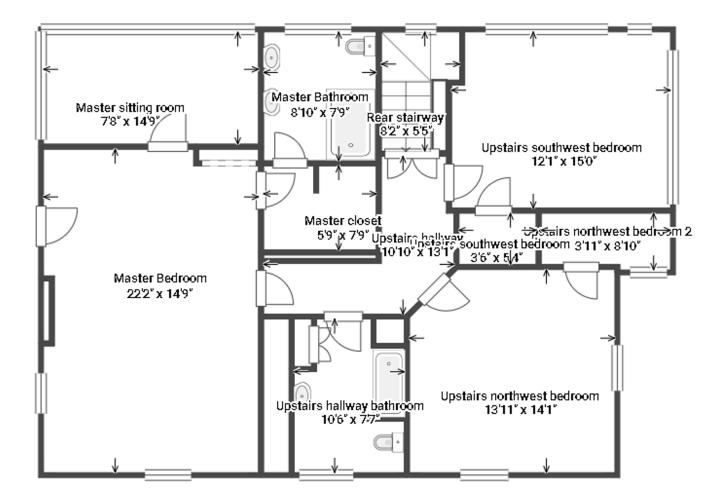
## 1400 South Arch Street Little Rock AR 72202: 1st floor



Disclaimer: the floor plan is for illustrative purposes only. The measurements contained therein are an approximation and may not be exact. While we do not doubt the floor plan's accuracy to within +/- 5%, we make no guarantee or representation and grant no warranty, express or implied, regarding the floor plan or its accuracy or completeness.



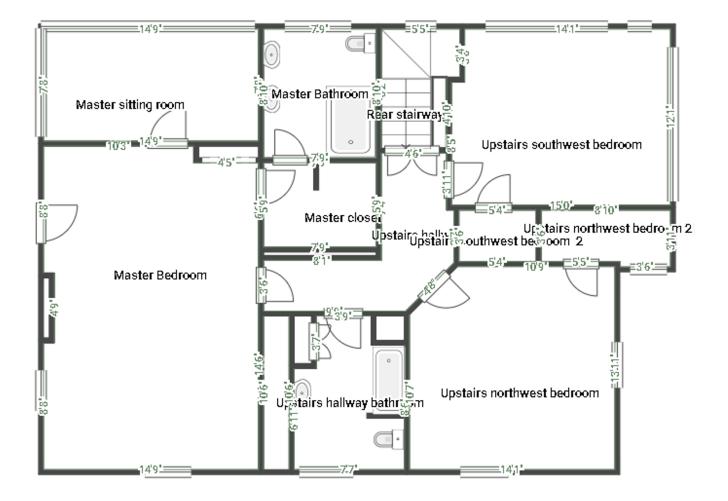
### 1400 South Arch Street Little Rock AR 72202: 2nd floor



Disclaimer: the floor plan is for illustrative purposes only. The measurements contained therein are an approximation and may not be exact. While we do not doubt the floor plan's accuracy to within +/- 5%, we make no guarantee or representation and grant no warranty, express or implied, regarding the floor plan or its accuracy or completeness.



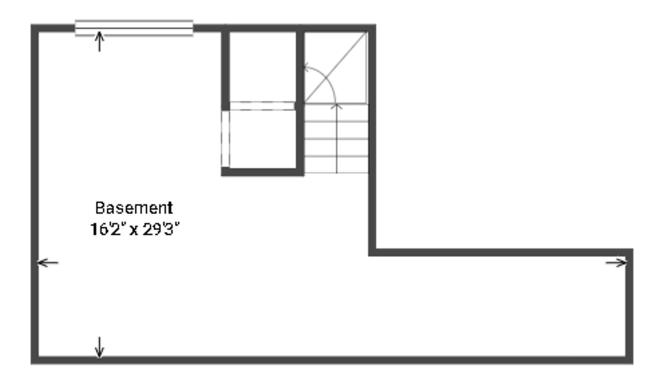
## 1400 South Arch Street Little Rock AR 72202: 2nd floor



Disclaimer: the floor plan is for illustrative purposes only. The measurements contained therein are an approximation and may not be exact. While we do not doubt the floor plan's accuracy to within +/- 5%, we make no guarantee or representation and grant no warranty, express or implied, regarding the floor plan or its accuracy or completeness.



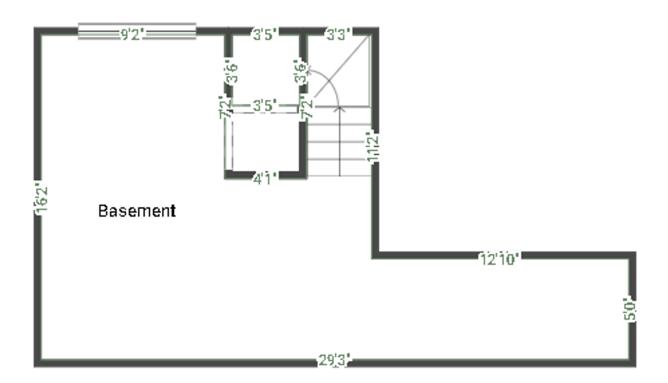
## 1400 South Arch Street Little Rock AR 72202: B1



Disclaimer: the floor plan is for illustrative purposes only. The measurements contained therein are an approximation and may not be exact. While we do not doubt the floor plan's accuracy to within +/- 5%, we make no guarantee or representation and grant no warranty, express or implied, regarding the floor plan or its accuracy or completeness.

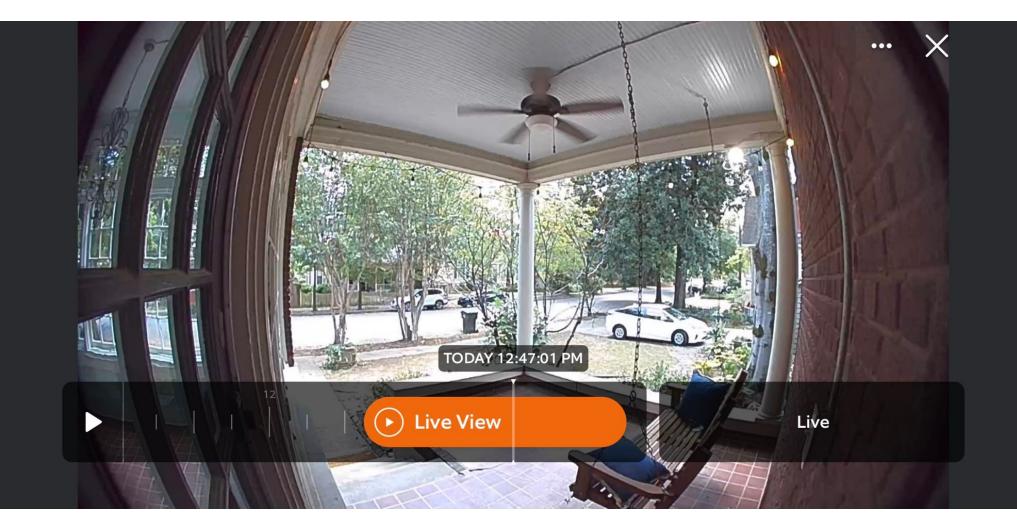


## 1400 South Arch Street Little Rock AR 72202: B1



Disclaimer: the floor plan is for illustrative purposes only. The measurements contained therein are an approximation and may not be exact. While we do not doubt the floor plan's accuracy to within +/- 5%, we make no guarantee or representation and grant no warranty, express or implied, regarding the floor plan or its accuracy or completeness.

## EXHIBIT G



# EXHIBIT H

## I look forward to hosting you!



Chet 5:13 PM

Air Conditioner broke at our house at 2324 S Arch St. From: Sybil Hampton <sybil.hampton@gmail.com>
Sent: Wednesday, August 23, 2023 2:36 AM
To: Amy Jones (ADPHT) <Amy.E.Jones@arkansas.gov>
Subject: August 22, 2023 at 1400 S. Arch Street

Dear Amy Jones:

If approval for this type of commercial enterprise is required and recent action by the LR City Board prohibits this type enterprise, why are these rental's continuing? If there is no possibility of action by Capitol Zoning, what recourse do we have? The City of LR says the ball is in your court? It is discouraging to have no feedback. Sincerely, S. J. Hampton

<image002.jpg>

Sent from my iPhone

From:	Sybil Hampton
То:	Amy Jones (ADPHT)
Subject:	August 17, 2023 1400 S. Arch
Date:	Thursday, August 17, 2023 10:40:40 PM
Attachments:	IMG_0641.MOV

Good Evening, Ms. Jones:

I realize you are following up the concerns of homeowners in the 1400 block of S. Arch. This evening there are three cars at that residence. I trust there will be a successful resolution of the issue. As homeowners, we seek protection from

commercial enterprises.

Thank you for your assistance.

Sincerely, Sybil Jordan Hampton

Sent from my iPhone



PRESERVING THE PAST. SHAPING THE FUTURE FOR 55 YEARS.

- TO: Amy E. Jones, Director, CZDC
   Joseph LaRue, Planning & Preservation Coordinator, CZDC
   FROM: Patricia M. Blick, Executive Director, QQA
- RE: CZ Application, Conditional Use Permit for a Short-Term Rental, 1400 S. Arch Street

DATE: September 15, 2023

Please accept these comments into the record and share them with the CZDC commissioners.

The QQA's mission is to preserve greater Little Rock's historic places. The QQA Advocacy Committee met on September 11, 2023, and decided to submit comments for the application for a Conditional Use Permit to operate a Short Term Rental (STR) at 1400 S. Arch Street. Thank you for giving us an opportunity to comment.

First, we would like to reinforce that the QQA is not opposed to STRs in the CZD, and has proposed rules to that effect which were presented to the commission on July 15, 2021.

However, we recommend the denial of the application for the Conditional Use Permit to operate a STR at 1400 S. Arch Street. Allowing this dwelling to be used for short-term rentals will classify the use as primarily income-producing. A use of a dwelling inconsistent with the Mansion Area Master Plan. Income-producing activities are allowed, that are "clearly incidental and secondary to the use of the dwelling for dwelling purposes and do not change the character of the dwelling nor the neighborhood." (see Section 3-202 Z.9 e). According to the application submitted, income-producing use is the sole proposed use of 1400 S. Arch Street.

We recommend the denial of the application for a conditional use permit to allow for short-term rentals at 1400 S. Arch Street.

Quapaw Quarter Association Curran Hall 615 E. Capitol Avenue P.O. Box 165023 Little Rock, Arkansas 72216 501-371-0075 You don't often get email from al.dipippa@gmail.com. Learn why this is important

#### Director Jones,

I know that my husband has personally reached out regarding the Use Permit Application for 1400 Arch Street. I have reviewed the Annex that PJ Arch, LLC submitted and would like to express my concern relating to Section E. (As included below)

#### E. Baseless Complaints Motivated by Competitive Animus

New entrants to any crowded market typically don't arrive to a warm apple pie welcome. It is no different for PAL. Within its first week of having guests at the Property, a competitor who feared PAL would steal its guests made a false and fraudulent report claiming a "party" was taking place that led to the listing for the Property being shut down. There was no party. In fact, the guests at the Property were a family in town for a funeral – the opposite of party time. After a full investigation by Airbnb, the report was found to be unsubstantiated and baseless. PAL's listing was reactivated. Other reports to the Capitol Zoning District have come in clusters, indicating a concerted effort by actors with questionable motives. Nevertheless, PAL is ready, willing, and able to address any substantiated concerns and to rectify any breaches of peace. PAL takes its role in the community seriously, and wishes only to offer its neighbors positivity and growth.

As a resident who lives directly across from 1400 Arch, I had to go over to the Property when those guests were staying there as there were such a large number of cars on the street, I was unable to park my vehicle in front of my personal property as we do not have off street parking. By the time my husband had returned home, he was unable to park at all and also had to request one of the guests to move a vehicle. The guests were very gracious and did state that they were there for a funeral and were very happy to move a car so we were able to park.

I would also say that at a simple glance, I could see why someone would have reached out to report there was a "party". Personally, the guests were not bothering me while outside on the porch but I cannot attest to how someone else would interpret that behavior. I also understand the need for socialization and camaraderie after a life event such as a funeral.

As many of my neighbors have stated, the concern comes from there being absolutely no communication regarding the establishment of this short term rental. My other concern is with the amount of guests the property is advertising could lead to major parking issues for the residents in the 1400 Block of Arch Street.

I plan on attending the meeting Thursday and look forward to having an open conversation.

If there is any additional information I can provide, please let me know.

Sincerely,

Amanda DiPippa 1407 South Arch Street. You don't often get email from roneal@adgnewsroom.com. Learn why this is important

Hello Ms. Jones,

My husband Clark Feezell and I live at 1416 S. Arch St. which we bought in 2016. We are aware that 1400 Arch is being operated as a short-term rental with up to 15 guests. With an existing B&B next door to us, parking is already strained. In addition, some of the large groups who have rented the home have had loud parties on the front porch.

We respectfully ask the commission to deny the request that would allow the owners to operate 1400 Arch as a commercial rental property.

Sincerely,

Rachel O'Neal Feezell

--Rachel O'Neal High Profile/Senior Style Editor 501-837-2434 roneal@adgnewsroom.com Dear Amy,

I am sending this email to raise our concerns with the proposed short term rental at 1400 Arch.

The historic home is a residential property in the M (residential) Zone. It will not be a home occupation, the owners do not live on site or in the vicinity of the property and the proposed use is very intensive on the property and neighborhood. Even though it has not gotten a permit to operate in this fashion, it is rented out.

As residents of Arch Street, Jim and I, both, strongly opposed to the short term rental use for this property.

Ann Ballard Bryan 501-519-2002

James W. Bryan 501-607-3081

2009 South Arch Street Little Rock, AR 72206 [You don't often get email from keith.sandridge155@gmail.com. Learn why this is important at <u>https://aka.ms/LearnAboutSenderIdentification</u>]

Good afternoon Amy,

My name is Keith Sandridge and I live at 2120, South Louisiana, Little Rock AR 72206. I wanted to write and say that I am against the proposal for short term rental at 1400 Arch. The owner needs to live on site and be responsible of people coming and going and for throwing parties which is not allowed.

Thank you,

Keith Sandridge Owner The Empress of Little Rock Bed and Breakfast

Sent from my iPhone

From:	Edward Sergeant
То:	Amy Jones (ADPHT)
Cc:	Joseph LaRue
Subject:	1400 South Arch Street - application this month
Date:	Thursday, September 14, 2023 7:35:44 AM
Attachments:	1400 South Arch Street.pdf

Hi Amy,

I am opposed to the application. This is changing a residential property into commercial which adversely effects not only the historic structure but also the surrounding neighborhood.

Thank you, Ed Dear Dir. Jones,

I just heard about the STR permit application at 1400 Arch St. I checked into this. When I called the number listed on the application, it read as a NY number and immediately the call ended. There is no functioning contact.

I searched online for the business address of 30 N. Gould Street, Sheridan, Wyoming. this news article came up:

https://www.thesheridanpress.com/news/local/commercial-registered-agents-bring-businesswith-unintended-consequences/article\_8959264a-2e78-11eb-8fab-9b8d11be00ee.html

This raises red flags to me, and I hope, to you and the Commission.

If there is a person attending your meeting on behalf of the owner, I recommend you get that identification and insist upon identification of the owner on the application.

A local agent for notice is standard across the city rental inspection program and it should be part of your agency policy for any rentals operating in its jurisdiction.

When I think how close the property is to Philander Smith University, I worry. those neighbors have a duty to help keep our youth safe, don't you think?

Yours Truly, Kathy Wells 2121 S. Gaines St. Little Rock, AR 72206