

PINNACLE AREA PAD SITES

SARA POSEY
REAL ESTATE BROKER
COLLIER AND ASSOCIATES



2131 S 31ST STREET - 4 PARCELS - DIVISIBLE



COMMERCIAL
\$850,000/Acre



MIXED USE OPPORTUNITY
Lots 1.03- 3.48 Acres



DEVELOPMENT OPPORTUNITY
12.76 Total Acres

BELLVIEW ENTERTAINMENT DISTRICT

Prime 12.76+ acre development opportunity in the heart of Pinnacle Hills-NWA's fastest-growing entertainment district. Ideally located between Fortune 500 companies Walmart and J.B. Hunt, and adjacent to Pinnacle Hills Promenade Mall. Property offers frontage on 31st Street, Hampton Rd, and Green Acres with excellent visibility and access. Directly in front of the gated, high-end Marque Collection Suites community.

Sara Posey

JUST LISTED



BELLVIEW DEVELOPMENT SITES

\$850,000
PER ACRE

\$19.50
/SQFT

35K
VPD



SARAPOSEYREALESTATE@GMAIL.COM



479-264-2471



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POPULATION & DEMOGRAPHICS (AROUND THE SITE)

Radius	Population (2024)	Projected 2029	Growth	Median HH Income
1 mile	2,739	3,286	19.90%	\$101,265
3 miles	54,364	63,036	15.90%	\$84,592
5 miles	127,827	148,216	15.90%	\$80,666

OTHER HIGHLIGHTS:

- AVERAGE AGE: 36-39
- AVERAGE HOUSEHOLD SIZE: ~2.6
- MEDIAN HOME VALUE (3-MILE): ~\$258K
- HOUSEHOLDS (3-MILE): ~20,585 WITH STRONG GROWTH PROJECTED.

CITY OF ROGERS HAS ABOUT 75,600 RESIDENTS AS OF 2024, UP SIGNIFICANTLY FROM 69,908 IN 2020.

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TRAFFIC COUNTS (NEAR 31ST ST CORRIDOR)

THE SITE SITS JUST EAST OF PROMENADE BLVD / PINNACLE HILLS PKWY, ONE OF THE BUSIEST RETAIL CORRIDORS IN NORTHWEST ARKANSAS.

TYPICAL COUNTS IN THE IMMEDIATE AREA:

- S PROMENADE BLVD / PINNACLE HILLS PKWY: ~30,000–35,000 VPD
- NEW HOPE RD (NEAR PROMENADE): ~20,000–25,000 VPD
- LOCAL SECTIONS OF S 31ST ST: TYPICALLY 6,000–10,000 VPD

TRAFFIC IS DRIVEN BY NEARBY ANCHORS:

- PINNACLE HILLS PROMENADE RETAIL
- WALMART VENDOR OFFICES
- TOPGOLF
- MERCY HOSPITAL CAMPUS
- ROGERS CONVENTION CENTER

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Zoning and Area Attractions

Surrounded by premier dining, shopping, entertainment, Mercy Hospital, Razorback Greenway trails, and quick access to I-49. Area seeing rapid growth with apartments, townhomes, restaurants, and retail underway. Ideal for mixed-use, multifamily, hospitality, entertainment, or upscale retail. Willing to split. Zoning: T5.2 Towncenter Medium | T2 Rural | UT-RC Future Land use

JUST LISTED 



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BELLVIEW DEVELOPMENT SITES

\$113,000 AVERAGE HH INCOME	97% EMPLOYMENT RATE	124,387 POPULATION
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