

PRESENTED BY:



HaagBrown  
COMMERCIAL  
*Real Estate & Development*

# *Fountain Square*

## REDEVELOPMENT

8.80 AC ON HIGHLAND DR | JONESBORO, AR

# overview

Prime Retail & Restaurant Location in the Heart of Jonesboro, AR

This highly sought-after site offers the best of both retail and restaurant potential in the heart of Jonesboro's thriving trade area. Located between Kroger Marketplace, Walmart Supercenter, Sam's Club, and Target, it sits at the center of the area's four major grocers, ensuring unbeatable foot traffic and visibility.

As the last developable lot along Highland Drive between Walmart Supercenter and Target, this location provides a unique opportunity for businesses to capitalize on one of Jonesboro's busiest and most strategic corridors. Whether you're a retailer or restaurant, this site offers flexibility to meet your needs and unmatched access to customers.

## Key Benefits:

- + Unrivaled location with direct access to four major grocers, largest national retailers, and high daily traffic.
- + Strategic position along Highland Drive, the last prime undeveloped lot between the Walmart Supercenter and Target corridor.
- + High visibility and easy access, making it ideal for retail and restaurant businesses.
- + Positioned in Jonesboro's fast-growing retail and commercial hub, surrounded by established businesses and major shopping centers.
- + This is a rare opportunity to secure a premier spot in one of Jonesboro's most desirable and high-traffic areas.

## HIGHLIGHTS

### Prime Location

Situated in the heart of Jonesboro's most sought-after trade area & directly across from Jonesboro's hottest retail destination - The Uptown.

### Unmatched Proximity to Major Grocers

Located within a five mile radius of Kroger Marketplace, Walmart Supercenter, Sam's Club, and Target—the four largest grocers in the market.

### High Traffic Area

Positioned along Highland Drive, one of Jonesboro's busiest corridors, ensuring significant visibility and foot traffic.

### Last Developable Lot

The final available parcel of land along Highland Drive between Walmart Supercenter and Target, offering a rare opportunity for new development.

### Strong Consumer Base

Surrounded by high-density residential neighborhoods and major commercial centers, ensuring a steady flow of potential customers.

### Flexible for Retail or Dining

The site is perfect for a variety of retail or restaurant concepts, offering flexibility to meet diverse business needs.

### Growing Market

Located in a rapidly expanding region of Jonesboro, offering long-term growth potential.

OFFERING

LOTS

PRICE

1-3

\$26 /SF

4-5

\$18 /SF

6

\$14 /SF



HOBBY LOBBY

Lucky's

SHOE CARNIVAL

VA Jonesboro Outpatient Clinic

LOT 6

65,463 SF  
1.50 AC

LOT 1

68,354 SF  
1.57 AC

LOT 2

52,459 SF  
1.20 AC

LOT 3

69,641 SF  
1.60 AC

LOT 4

59,931 SF  
1.38 AC

LOT 5

62,212 SF  
1.43 AC

Area Agency on Aging

GRANT ST

HIGHLAND DR

CARAWAY RD

Nathan Eller | Executive Broker

Zac Qualls | Executive Broker

Haag Brown Commercial



HIGHLAND DR

GRANT ST

BERNARD ST

THE UPTOWN



Nathan Eller | Executive Broker

Zac Qualls | Executive Broker

Haag Brown Commercial

FOR SALE: 8.80 AC DEVELOPMENT OPPORTUNITY

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sam's club

TECH FRIENDS



Quick Lane

TOMMY'S EXPRESS

TEXAS ROADHOUSE

THE UPTOWN

HOBBY LOBBY

Walmart

CAVENAUGH FORD-LINCOLN

Kroger

Guthrie's  
GOLDEN FRIED CHICKEN TENDERS

CHIPOTLE  
MEXICAN GRILL

Simmons Bank

CARAWAY RD

Nathan Eller | Executive Broker

Zac Qualls | Executive Broker

Haag Brown Commercial

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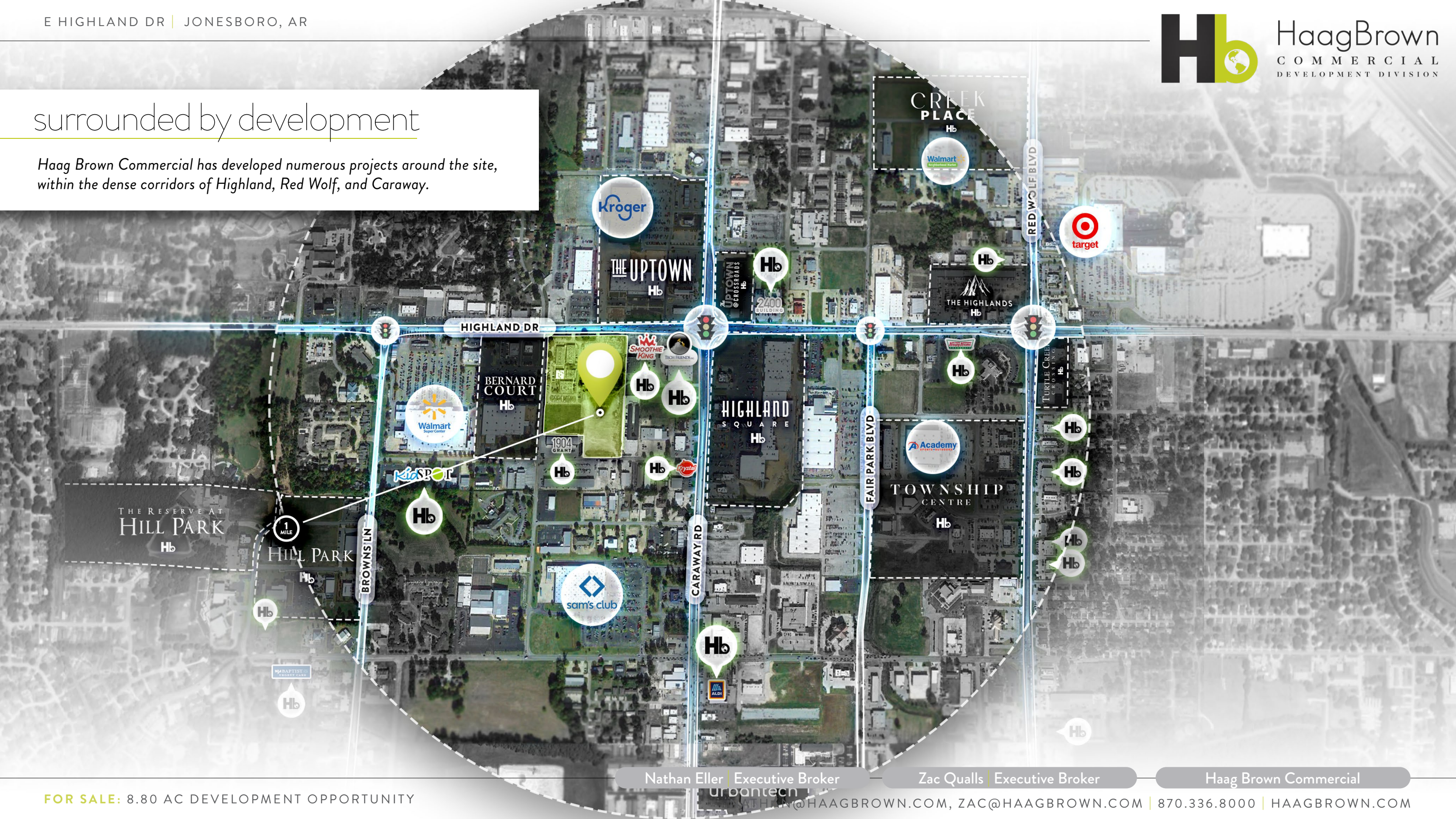
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The site is within a **1 mile radius** of the largest national grocers in the city.



# surrounded by development

Haag Brown Commercial has developed numerous projects around the site, within the dense corridors of Highland, Red Wolf, and Caraway.



Nathan Eller | Executive Broker

Zac Qualls | Executive Broker

Haag Brown Commercial

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A HAAG BROWN DEVELOPMENT

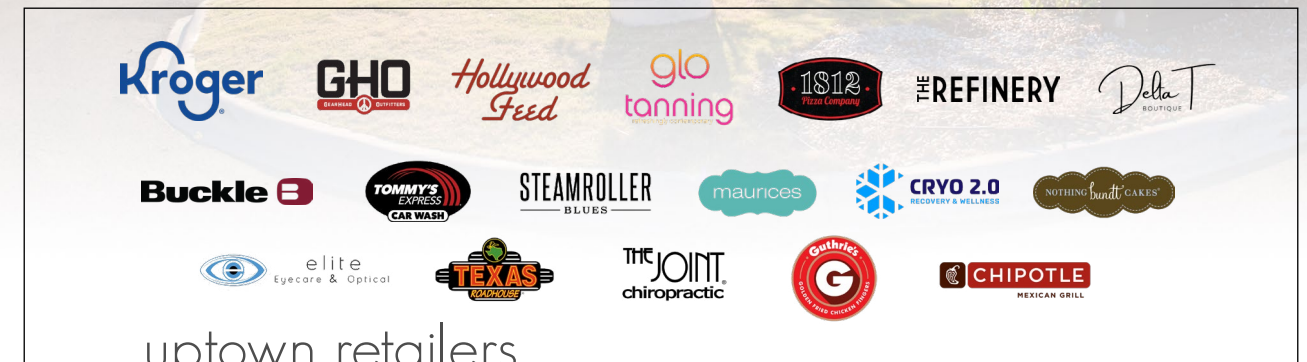
# THE UPTOWN



## about the project

The former Sears building on the old Indian Mall property is one of Jonesboro's biggest redevelopments that made way for The Uptown, the city's hottest new retail destination! Anchored by Gearhead Outfitters, The Buckle, Maurices, Hollywood Feed, 1812 Pizza, Glo Tanning, & The Refinery the redevelopment joins some of the city's top establishments including Kroger Marketplace, Tommy's Express Car Wash, Guthrie's Chicken, Chipotle, & Texas Roadhouse.

The updated facility features a visually impressive exterior design, a covered plaza, upgraded walkways, multiple planting areas, and an open green-space area. The Uptown also features a 8,400 square foot out-parcel center along Highland Dr. which is home to Elite Eye Care, Nothing Bundt Cakes, Cryo 2.0, & The Joint Chiropractic.



uptown retailers

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Zac Qualls | Executive Broker

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# redevelopment

- The Regions bank building in the northeast corner has been completely renovated and is now known as the 2400 Building.
- The vacant Coca-Cola Bottling Plant at the southwest corner was converted into a retail clothing store in 2015 and then a large technology company in 2017. Later, a new Smoothie King was developed directly beside the facility.
- The former big-box Kmart in the Highland Square shopping center has been demised to make room for 4 new tenants :: Ross Dress for Less, Play it Again Sports, Michaels, and Bargain Hunt. The longstanding Perkins restaurant, on one of the center's out-parcels, was also removed and a new Freddy's Frozen Custard now stands in its place.
- The former Sears building on the old Indian Mall property was purchased in 2020 to make way for The Uptown, the city's hottest new retail destination, anchored by Gearhead Outfitters. They will join some of the city's top establishments including Kroger Marketplace, Tommy's Express Car Wash, Texas Roadhouse and Chipotle.
- The Crossroads Shopping Center was revitalized and rebranded in 2023 to The Uptown @ Crossroads, making it a virtual extension of The Uptown. The center is anchored by national credit tenant Office Max and Mattress King as Barnes & Noble replaced the former Pier One.
- Several other additions have occurred along Caraway Road, just south of the Highland Square shopping center, including Krystal and The Southern Chef / VP Racing Fuels.

# in the news

[CLICK FOR MORE](#)

[SEARS REDEVELOPMENT](#)

[TEXAS ROADHOUSE](#)

[CHIPOTLE](#)

[TOMMY'S CAR WASH](#)

[BARNES & NOBLE](#)

[ROSS DRESS FOR LESS](#)

the uptown redevelopment



former coca-cola plant redevelopment



highland square redevelopment



Nathan Eller | Executive Broker

Zac Qualls | Executive Broker

Haag Brown Commercial



**THE UPTOWN**

Prominent intersection  
with exposure to more than  
**44,000 CPD**

Caraway Rd | 22,000 CPD  
Highland Dr | 22,000 CPD

**THE UPTOWN**  
@ THE CROSSROADS

SITE

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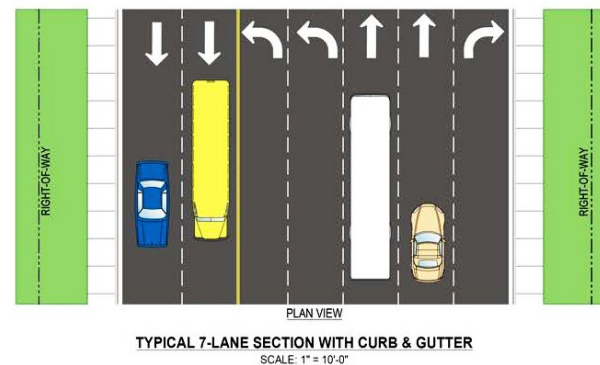
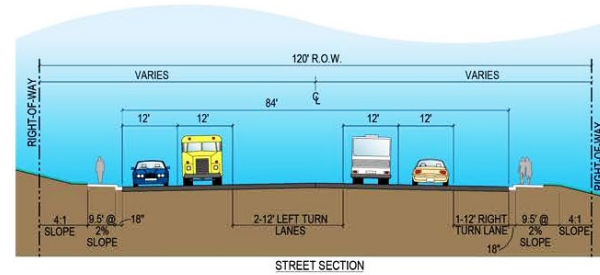
# intersection

This site has been a staple at the corner of Highland Drive and Caraway Road, the city’s primary center of trade, for decades. The property has exposure to over 42,000 cars per day and is highly recognized by the 550,000 consumers that frequent Jonesboro.

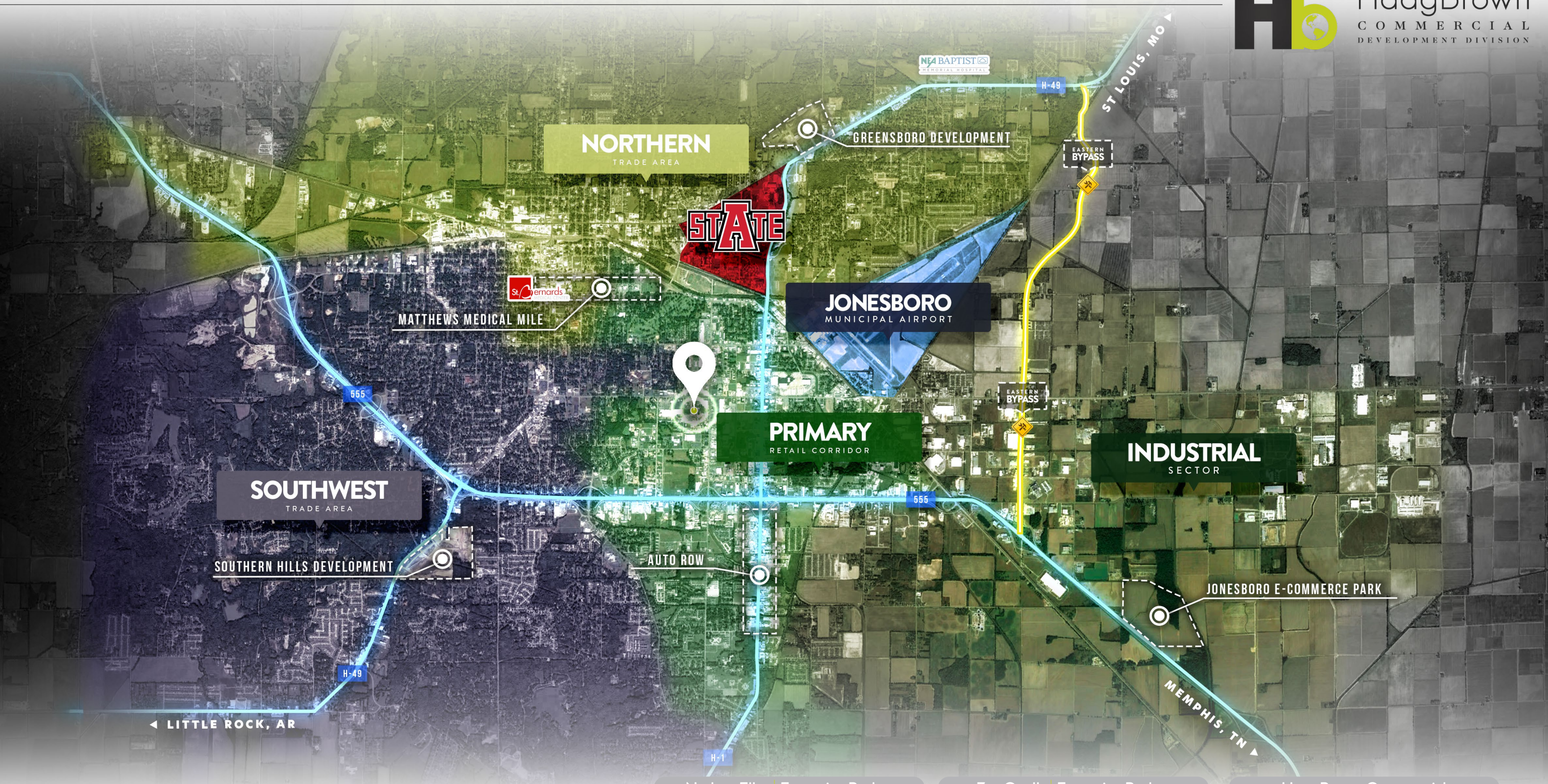
In 2020 there was a massive project to create 5 lanes in all four directions at this intersection, which will include dedicated right turn lanes.

This quality investment, which is between the new Quick Lane Tire & Auto Center and Texas Roadhouse, sits at the epicenter of the retail revitalization taking place along Caraway Road. In turn, the site is surrounded by a host of new tenants including Ross, Michaels, Bargain Hunt, Play-It-Again Sports, and Barnes & Noble.

## 2020 INTERSECTION UPGRADES CARAWAY + HIGHLAND



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# MEET OUR BROKERAGE TEAM

## ZAC QUALLS

### EXECUTIVE BROKER - LEASING

Zac Qualls is an executive broker with more than a decade of experience at Haag Brown Commercial. He excels in leasing, brokerage, and tenant representation, with particular expertise in client relationship management. Zac's in-depth market knowledge allows him to identify prime locations for prospective tenants, ensuring optimal site selection. His robust network of industry contacts provides valuable connections for both landlords and tenants. Zac consistently demonstrates integrity, dedication, hard work, reliability, and a personal commitment to every deal. He prioritizes your interests, ensuring a high level of professionalism and service in every collaboration.

Outside of work, Zac enjoys spending time with his wife Hilary, and two daughters, Campbell and Turner.



## NATHAN ELLER

### EXECUTIVE BROKER - INVESTMENTS

Nathan Eller is an executive broker at Haag Brown, specializing in representing buyers and sellers of commercial and ag investments. Nathan's focus is to advise investors, many times 1031 tax exchange clients, on portfolio diversification strategies as they move through the process of buying and/ or selling income-producing ag or commercial property. He enjoys assisting buyers in making the best investment decisions for themselves, their company, and their family. Nathan takes every deal personally, having a passion for finding ways to add value to clients and build their real estate portfolio. He enjoys finding ways to list and

sell properties through investor relationships, networking and the unique marketing strategies at Haag Brown. Nathan has settled into his role having closed on more than \$300,000,000 of transactions since 2015.

Nathan loves Jesus and enjoys being with his beautiful wife and children, spending time with family and friends, fishing, hunting, the outdoors, baseball, and traveling.



# MEET OUR *development* TEAM

## ELIZABETH HAAG-BRANDT, LL.M *In-House Counsel*

With an LL.M in Taxation from Georgetown Law as well as a background in Economics, Elizabeth brings an understanding of the intersection of business and the law to our team.



## JANAE MOODY *Manager*

As the Executive Office Manager for Haag Brown, JaNae has a keen eye for detail. From organizing schedules to managing resources, she keeps things running smoothly with diligence and care.



## MARYKATE REID *Marketing Director*

As the Marketing Director for Haag Brown, MaryKate spearheads the communication and promotion of properties, developments, and projects. Her attention to detail and strong communication skills are the driving force behind our strategic marketing campaigns.



## EMMA BASSETT *Financial Officer*



## DAKOTAH MARTINEZ *Creative Director*



# MEET OUR DEVELOPERS



## GREG HAAG

CO-FOUNDER, PRINCIPAL, CCIM

Greg has been developing commercial real estate in the Southeast for **over 45 years**, with extensive experience across the industrial, medical, retail, and office sectors. Over his career, he has **successfully developed more than 200 projects** throughout Arkansas, Texas, Tennessee, Missouri, Mississippi, and western Kentucky, and it is not uncommon for him to be involved in 10 development projects at a given time. At Haag Brown, Greg provides strategic leadership and a macroeconomic outlook, ensuring that the firm and its clients are well-positioned for long-term growth. His understanding of economic cycles, demographic trends, capital markets, and consumer behavior allows him to anticipate market shifts and identify high-potential development opportunities, shaping the firm's development strategy and ensuring Haag Brown and its clients continue to adapt to evolving economic conditions. Greg is a Certified Commercial Investment Member (CCIM) and an active member of ICSC.

45+ YEARS OF REAL ESTATE DEVELOPMENT & INVESTMENT EXPERIENCE



## JOSHUA BROWN

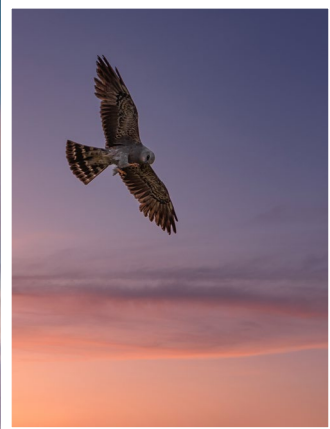
CO-FOUNDER, EXECUTIVE BROKER, CCIM

Joshua has nearly 20 years of real estate development, investment and brokerage experience, covering a wide variety of sectors including retail, agriculture, medical and office. Due to his **EXTENSIVE INVOLVEMENT IN PROJECTS ACROSS VARIOUS MARKETS**, he has taken retailers, such as BWW, Starbucks, Tacos 4 Life, and Slim Chicken's, through an entire state in a quick time frame. Acting as the virtual extension of his clients' real estate department, Joshua has produced multiple high-volume locations for Tommy's Express Car Wash, Dairy Queen, Freddy's Frozen Custard & Steakhburgers and many more. The firm has fingerprints on multiple shopping re-developments, like The Uptown, a contemporary retail destination located on the site of the old Indian Mall and anchored by Gearhead Outfitters, as well as, several medical developments like The Reserve at NEA. Joshua has received many highly sought after business awards including "The New Influentials, 20 in Their 20's," "Arkansas Business' 40 under 40," "Arkansas State University College of Business Executive of the Year," "Arkansas Money & Politics Top 100 Professionals," and was a finalist for "Arkansas Business' Executive of the Year." He led Haag Brown to be named "Arkansas Business' Small Business of the Year" and has been the top commercial broker in sales volume in Northeast Arkansas for the past 16 years, accumulating over \$750MM in total brokerage

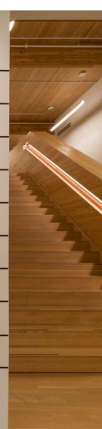
ONE OF THE TOP COMMERCIAL BROKERS IN THE SOUTHERN U.S.



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2221 Hill Park Cv. | Jonesboro, AR



104	
110	Allied Universal Security Services
120	BRR Architecture
130	West Wing University of Arkansas
140	Data Vis Lab University of Arkansas
150	Haag Brown Commercial
200	Freeosk
224	Plug & Play
230	
240	Toole Design



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