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13.5 ACRES FOR SALE ACROSS FROM SARACEN U.S. Highway 79, Pine Bluff, Arkansas



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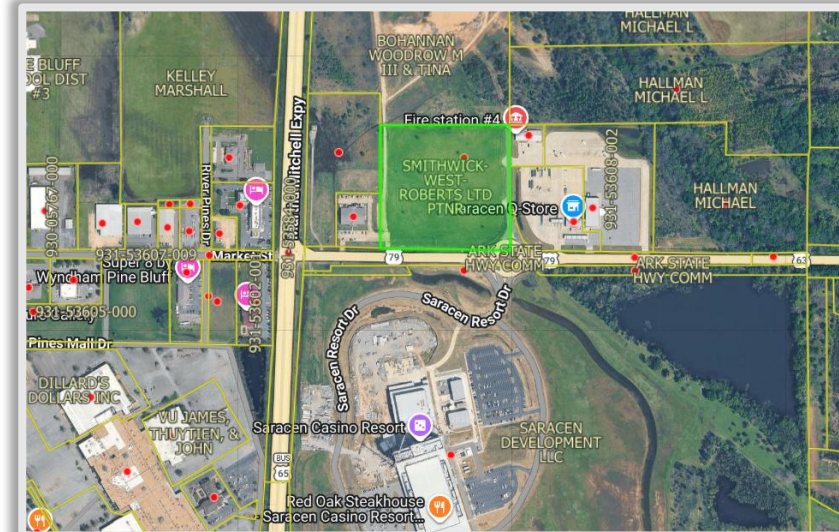
Property Understanding

OVERVIEW

| | |
|----------------------|---|
| Offering | For Sale |
| Price | \$1,400,000 |
| Address | U.S. Highway 79, Pine Bluff, AR 71601 |
| Property Type | Land |
| Lot Size | ±13.50 Acres |
| Zoning | I-3 |
| Frontage | U.S. Highway 79 – ±790 feet of frontage |
| Traffic Count | U.S. Highway 79 – 4,800 VPD |

PROPERTY HIGHLIGHTS

- Prime development opportunity directly across from Saracen Casino Resort, the region's premier gaming and entertainment destination with \$500M+ in recent investments
- Positioned to capture significant tourism-driven traffic and demand generated by the casino, hotel, and surrounding entertainment uses – Saracen generates over \$236 million annually
- Strategic location near I-530 (±31,000 VPD) with immediate access to U.S. Hwy 79 & U.S. Hwy 65, ensuring strong regional connectivity
- Situated within a dense retail and hospitality corridor, surrounded by national brands including Dillard's, Red Lobster, McDonald's, Lowe's, Dollar Tree, and auto dealerships
- Ideal for mixed-use development, including retail, restaurant, or service-oriented uses supporting casino traffic
- High-visibility site with excellent frontage and accessibility in one of Pine Bluff's most active commercial nodes
- Large, flexible tract capable of accommodating phased or multi-user development concepts



[Click Here for Drone Footage](#)







Mixed-Use Conceptual
Rendering







Pine Bluff, Arkansas



Located just 45 miles south of Little Rock along Interstate 530, Pine Bluff is an emerging investment market experiencing renewed momentum driven by tourism, job creation, and strategic capital investment.

The opening of Saracen Casino Resort has transformed the local economy, introducing a \$500+ million destination resort that generates approximately \$236 million annually in economic impact and employs over 1,100 people. Ongoing expansion—including a new hotel and event center—continues to increase visitation, overnight stays, and regional draw.

This surge in tourism has catalyzed demand for retail, hospitality, and mixed-use development, particularly along key commercial corridors surrounding the casino. Supported by pro-growth leadership, infrastructure investment, and workforce development anchored by the University of Arkansas at Pine Bluff, the city is actively positioning itself for long-term economic expansion.

With a population of approximately 42,000 and a growing regional consumer base, Pine Bluff presents a compelling opportunity to capitalize on early-stage growth in one of Arkansas' designated gaming and entertainment markets.

DEMOGRAPHICS*

Population

3 MILES

18,808

5 MILES

33,355

10 MILES

53,743

Households

7,936

13,563

21,363

Average Age

39.3

39.8

41.0

Average Household Income

\$55,198

\$56,204

\$65,045

Businesses

955

1,323

1,791

**Demographic details based on property location*

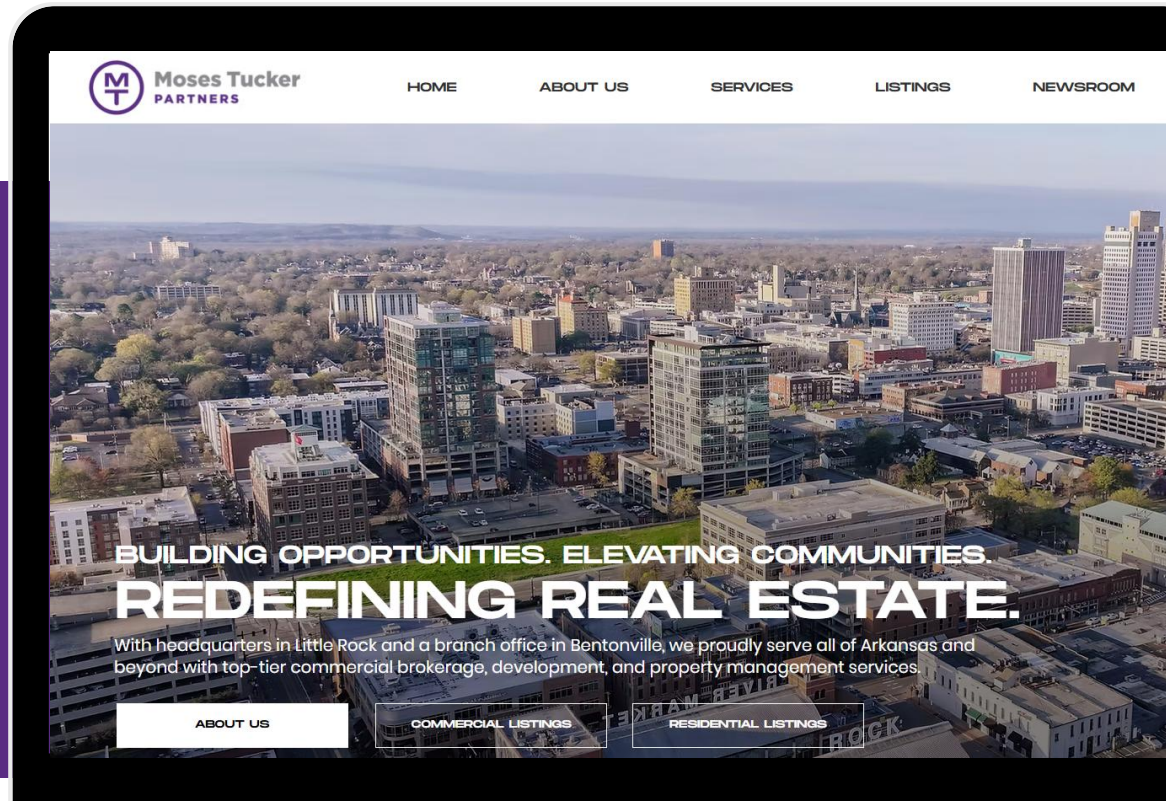
CONNECT

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