

A HAAG BROWN DEVELOPMENT

THE UPTOWN

2206 E. HIGHLAND DR, JONESBORO, AR



overview

This is your opportunity to be part of Jonesboro's biggest redevelopment since the old Fairgrounds project. The former Sears building on the old Indian Mall property has been purchased and renovated to make way for The Uptown, the city's hottest new retail destination, anchored by Gearhead Outfitters, Gamble Home, The Buckle, Maurices, Hollywood Feed, & 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. All tenants share access to a large loading dock located at the rear of the building.

Construction is complete on the 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.

Another 3.113 acre tract, which sits between The Uptown and Kroger Marketplace, is also available for purchase.

The old Indian Mall property has been a staple at the corner of Highland Dr. and Caraway Rd., the city's primary center of trade, for decades. The site has exposure to over 44,000 cars per day and is highly recognized by the 550,000 consumers that frequent Jonesboro.

Strategically placed between our dominant Walmart & The Mall at Turtle Creek, the development is surrounded by several popular restaurants & retailers including Kroger Marketplace, Office Max, Smoothie King, Taco

Bell, KFC, . It is also in close proximity to Sam's, Hobby Lobby, Burlington Coat Factory & Lowe's.

Over the past 5 years, Haag Brown Commercial has been intimately involved at this intersection which is currently receiving a \$2 MM upgrade. The Regions bank building in the northeast corner has been completely renovated. 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 two years later. The addition of Ross, Tuesday Morning, Bargain Hunt & Play It Again Sports has completely transformed the Kmart Space in the southeast corner and the newly opened Freddy's will bring even more traffic to the area.

HIGHLIGHTS

Over 44,000 Cars Per Day

Largest Regional Intersection in Jonesboro

Kroger Marketplace 125,000 SF Anchor

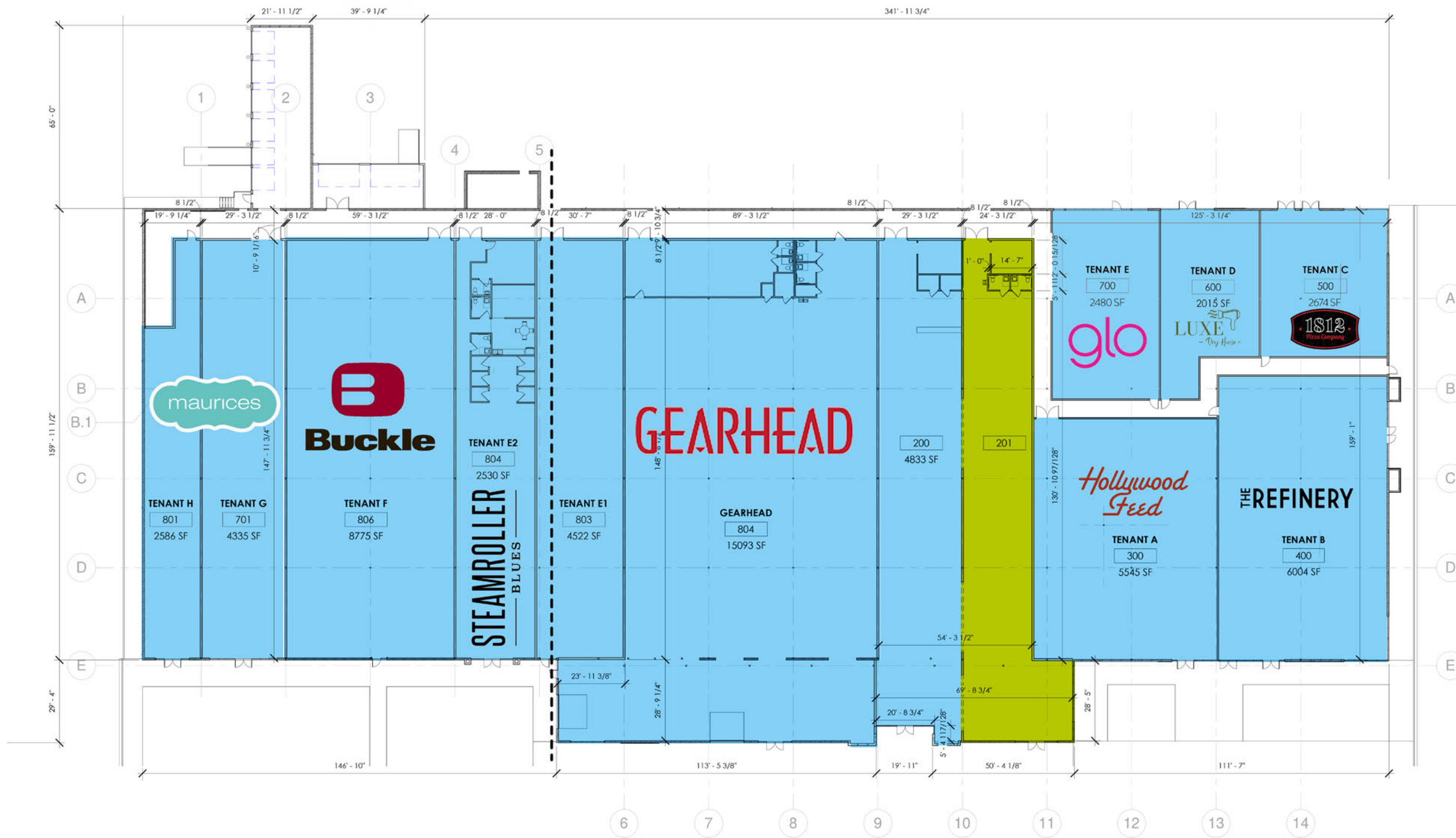
Final Opportunities Available Within Jonesboro's Most Historic Re-Development Project

Gamble Home, Gearhead Outfitters, and The Buckle Occupy Eastern/Middle Portion

Shop Space Available







**New proposed rendering; square footages could be adjusted*

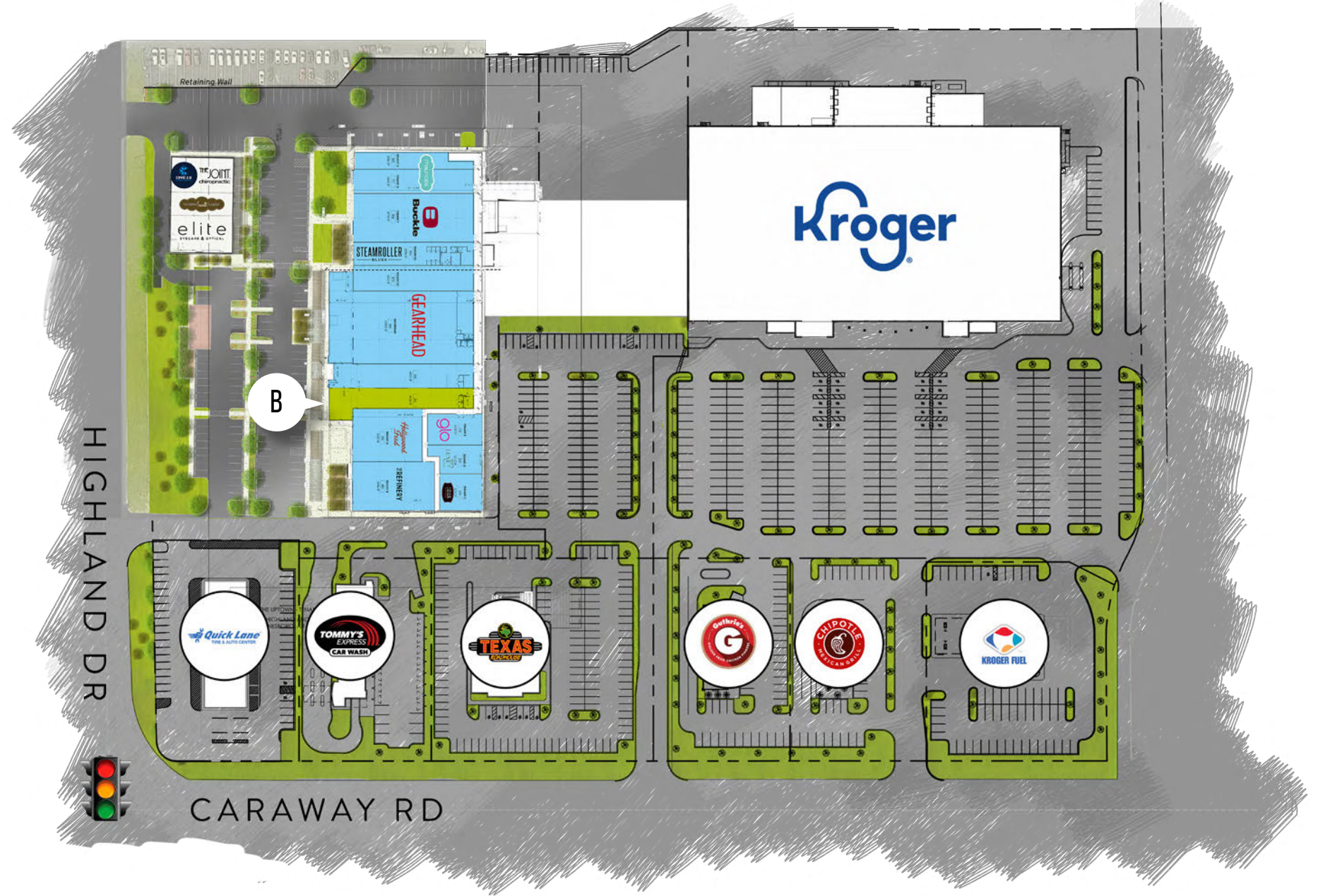


OFFERING

SPACE SIZE PRICE

LEASE

B ± 5,000 SF \$20/SF NNN











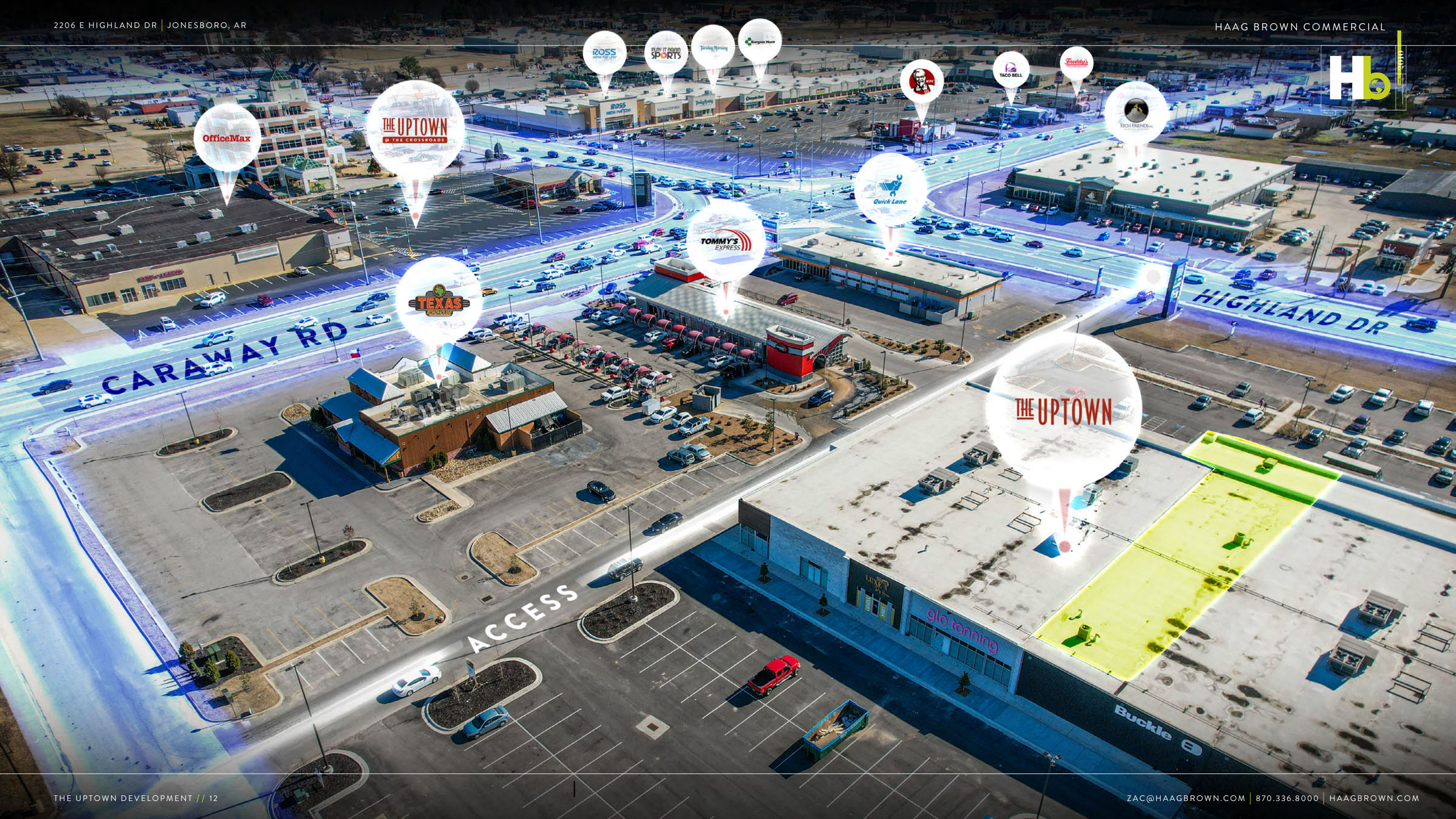


Prominent intersection
with exposure to more than
48,000 CPD

Caraway Rd		26,000 CPD
Highland Dr		22,000 CPD







OfficeMax

THE UPTOWN
@ THE CROSSROADS

ROSS
DRESS FOR LESS

PLAY IT NEAR
SPORTS

Tuesday Morning

Walmart

KFC

TACO BELL

Freddy's

TECH FRIENDS

Quick Lane

TOMMY'S
EXPRESS

TEXAS
MOTORCARS

THE UPTOWN

CARAWAY RD

HIGHLAND DR

ACCESS

glo tanning

Buckle

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, Tuesday Morning, 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 has been purchased to make way for The Uptown, the city's hottest new retail destination, anchored by Gamble Home and Gearhead Outfitters. They will join some of the city's top establishments including Kroger Marketplace, Tommy's Express Car Wash, Texas Roadhouse and Chipotle.
- 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](#)

[TUESDAY MORNING](#)

[ROSS DRESS FOR LESS](#)



UPTOWN REDEVELOPMENT



REDEVELOPED COCA-COLA PLANT



HIGHLAND SQUARE REDEVELOPMENT





FULL ARTICLE



COVER FEATURE

THE UPTOWN

A New Take on an Old Favorite

BY AUDREY HANES
PHOTOGRAPHY BY MELISSA DONNER

As Jonesboro continues to explode with new construction, new businesses and new ideas, Gamble Home Furnishing's Chris Gamble and Gearhead Outfitter's Ted Herget, two local community-minded businessmen, have joined forces to turn the former Sears Building in the old Indian Mall, located at the corner of Caraway Road and Highland Drive, closed for good in 2008. The retail space had been a popular shopping destination since being built in the 1960s, but as business declined and The Mall at Turtle Creek opened in 2006, the lone remaining retailer was Sears, which closed its Jonesboro location in 2017. Since then, the large building has been an empty eyesore at one of the city's most visible intersections. The building is part of a 40-acre space on Caraway Road that Marry Belz of Memphis hired Haag Brown Commercial Real Estate and Development to plan, develop and serve as the broker. Kroger, Tommy's Car Wash, Cavanaugh Auto Group, Texas Roadhouse and Quick Lane Tire & Auto Center each bought parcels of the development, with Haag Brown itself buying back two areas in Kroger's parking lot to develop Chipotle Mexican Grill and another stand-alone restaurant. Optometrist Dr. Cade Wilson bought an outparcel in front of the former Sears building that will be home to an Elite Eyecare & Optical location, as well as Nothing Bundt Cakes.

What remained of the development was the Sears building itself, and Haag Brown principal broker Josh Brown knew right away what local businesses he wanted to bring in to develop it. "The reason I initially reached out to Ted Herget and Chris Gamble is that they represent two brilliant local businesses," said Brown. "If you think shop local, you think of Gearhead and

COVER FEATURE

"The reason I initially reached out to Ted Herget and Chris Gamble is that they represent two brilliant local businesses. If you think shop local, you think of Gearhead and Gamble."

-Josh Brown, Haag Brown Commercial Real Estate and Development

Gamble. ... My pitch to Chris in that first meeting was that this property is the most important retail property in NEA. It has been such an important destination for shopping for decades. And now, it's surrounded by Kroger and is close to Walmart and Target; it's in the very middle of all things retail. I painted this picture of them partnering to buy this building and redeveloping it into a local business epicenter with this important location. We knew it would really be something special.

Gearhead and Gamble, along with Buckle and Elite Eyecare, all lost successful locations when a tornado tore through The Mall at Turtle Creek in March of 2020. Now all four businesses, along with potential mall eatery Nothing Bundt Cakes, have found a new home at The Uptown.

"After the tornado happened, Ted and I were sitting around one day, and we knew we needed to come back," said Gamble. "We needed a place to come back to after the tornado demolished us. We knew it would take months, or really even years, before the mall came back, then the opportunity came up for us to buy this building. "We have always loved this building and thought it could be a very cool venture, so we partnered up and decided to bring a localized shopping center that was in an A-plus location to Jonesboro and give something that was a little bit different -- more like developments in Bentonville, Rogers, Northwest Arkansas, Tulsa that have more of that vibe. We had talked about it before, and we even looked at land behind Centennial Bank on Red Wolf Boulevard, but this was just a better fit. ... We have done this deal on a handshake. We both have the utmost respect for each other."

Herget says they were inspired by what the Walton family has created with their own repurposing project in an old Tyson chicken plant in Bentonville.



FULL ARTICLE



COVER FEATURE

Chris Gamble



"We needed a place to come back to after the tornado demolished us. We knew it would take months, or really even years, before the mall came back, then the opportunity came up for us to buy this building."

-Chris Gamble, Gamble Home Furnishings

"What they did there was really special," said Herget. "We wanted to create an outdoor shopping center with green space and with the feel of what they did there. And we didn't want to just roll over the space to national brands. We might have some in there ultimately, but we want it to be anchored by local stores."

Brown says that because of the focus on local business and because those businesses themselves have become owners of the property, the result has been a unique take on an outdoor shopping center.

"What I think we were able to do was combine the most important real estate with the most important local businesses," said Brown. "That's why it doesn't look normal; it's much more personal, and it's because they're owners of it."

"For eight years, we announced around 30 different projects on Red Wolf Boulevard, but over the last two years, many projects have been close to this Caraway and Highland intersection. There has been this shift that everyone talked about happening at some point, and (The Uptown) is the epicenter of that."

Herget said Gearhead's former Turtle Creek Mall store was its most successful out of its 20 locations, so he was ready to get a similar store of sorts open again. Gamble's similar desire to think outside the box made Herget want to partner with him to create something more than just a replacement store for Jonesboro.

10 JONESBORO OCCASIONS DECEMBER 2021

"Chris is super engaged in community," said Herget. "That's where our relationship started, through all the community involvement. He leads by example, and we follow. The business side of it evolved, and the tornado was the catalyst. Being small business owners, you can't sit around and wait. We pivoted fast; Chris brought the deal, and thankfully I was able to partner with him to create all this in such an iconic place. The tornado and covid were both such a beatdown, but the stars aligned for The Uptown. I couldn't have done this without him."

The two local stores will anchor the development, which will include Buckle, and they are taking great care with who else they bring in to become a part of the direction they're aiming for with the retail center.

"We want one of every category covered," said Herget. "The construction was just one hurdle. The other hurdle is making sure we are purposeful about who our neighbors are. A lot goes into getting the right tenants. Every day somebody else is contacting us and wanting to be a part of this. We end up meeting 15 times a week to make decisions. It's a big project. I'm way out over my skis."

"We are being very selective," added Gamble. "We are looking for long-term tenants that have the same dynamic that we do and that will complement our businesses."

"We want one of every category covered. The construction was just one hurdle. The other hurdle is making sure we are purposeful about who our neighbors are."

-Ted Herget, Gearhead Outfitters

The business partners say they want The Uptown to be more of a lifestyle center that will have lots of opportunities for community involvement. The development will eventually feature up to 15 stores and will have outdoor green space to allow for small events, similar to what Gamble's Shop Local Park offers at its Highway 49 location.

"You can't duplicate this lot," said Herget of why he and Gamble chose to renovate the old Sears location. "When you look at the building, a lot of people wondered how we would make it viable. But after seeing it done in Northwest Arkansas, to me, it was pretty clear. It fit all the pieces, and it was cost effective."

"Plus, it was nostalgic," said Gamble. "It's where we grew up shopping when we were kids. We took a center that could have been demolished and turned it into something cool. ... I'm so glad we turned an eyesore into this instead of building something new."

To renovate the former Sears building, Gamble and Herget gutted the 82,000-square-foot space, leaving only the exterior walls, roof and flooring. The expansive building will allow for Gearhead Outfitter's largest retail store and a location large enough to house a wide selection of furniture for Gamble Home Furnishings.

"This may be a prototype for a more mid-sized store, an idea we'd like to explore over the next two to three years," said Herget.



COVER FEATURE

Ted and Amanda Herget

"We will have different price points. We will let it evolve; our customers will ultimately dictate where we go from here. A lot is carried over from what we have at our downtown store, although this will be more lifestyle and downtown might stay a bit more high end."

Gamble says that the Gamble Home Furnishings location at The Uptown will have the majority of the same inventory as its other location, with some variation and different price points.

The businessmen estimate that it will take 18 months to two years for the entire project to be completed, including the addition of a restaurant with outdoor seating. Gearhead is open now, with Gamble set to open in January. There will be a grand opening for The Uptown later next year.

"It's purposeful; we turned a big liability into an asset and nailed it," said Herget. "It will continue to evolve. ... This place will be viable for 50 or 60 years or more. We have always said, if you support the community, the community will support you. I'm so proud of it."

For updates and more information about The Uptown and its anchor stores, find Gearhead Outfitters, Gamble Home Furnishings and Haag Brown Commercial Real Estate and Development on social media.

DECEMBER 2021 JONESBORO OCCASIONS 11



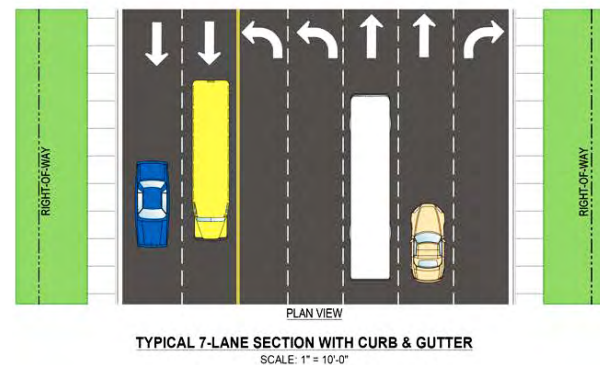
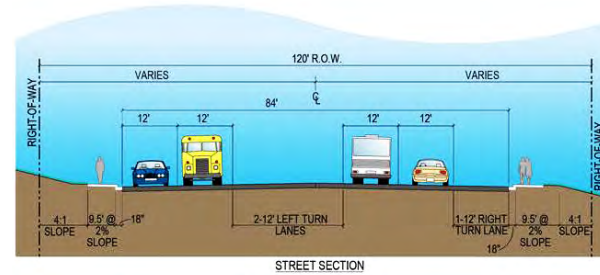
intersection

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 44,000 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, Tuesday Morning, Bargain Hunt, Play-It-Again Sports, and Golden Corral.

2020 INTERSECTION UPGRADES CARAWAY + HIGHLAND

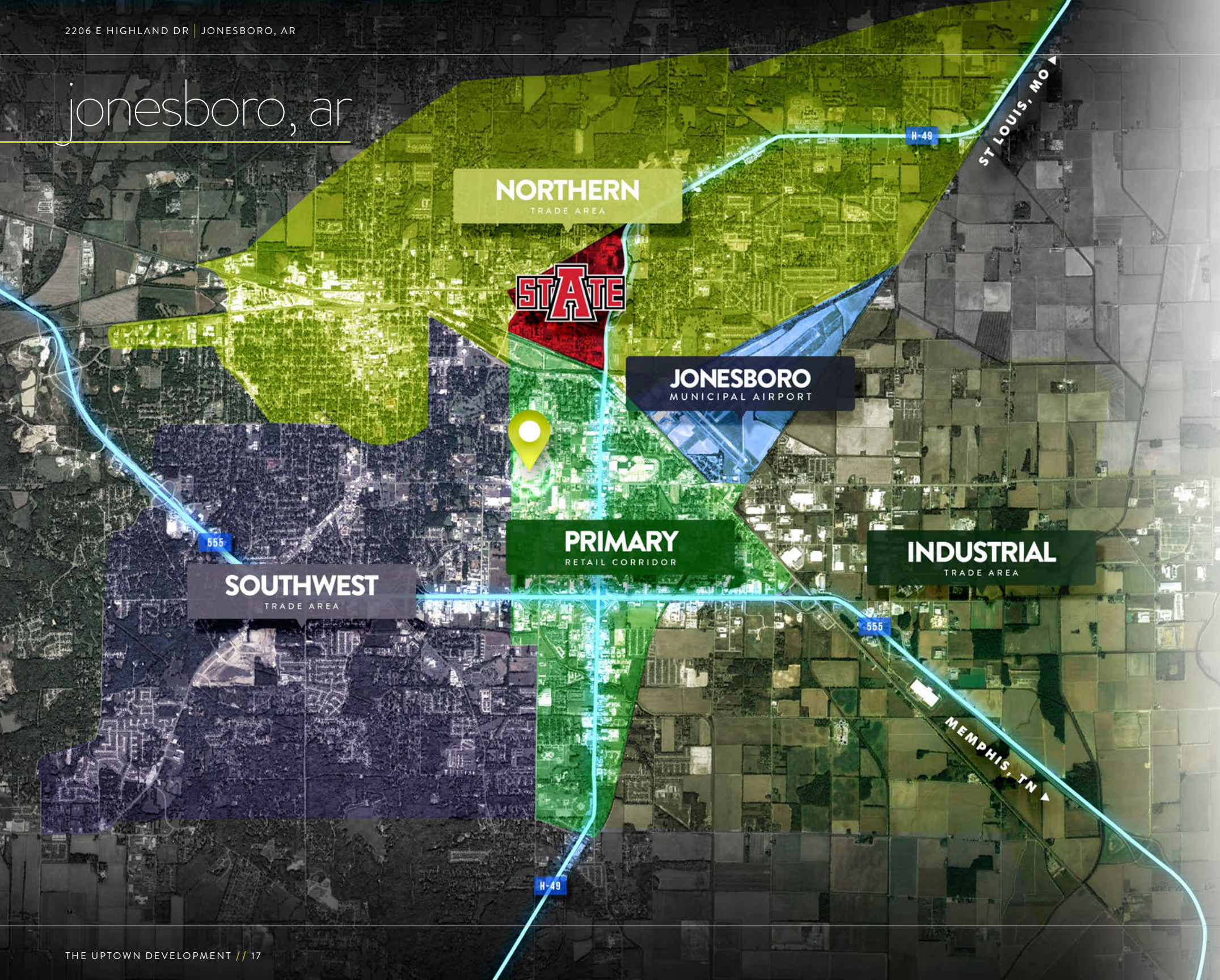


in the news [CLICK FOR MORE](#)

- [Jonesboro Demographics](#)
- [Haag Brown : Sell of Mall](#)
- [ARK Bus : Redevelopment](#)
- [ARK Bus : New Development](#)
- [ARK Bus : CARAWAY](#)
- [Region 8 : Old Mall Sold](#)

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jonesboro, ar



CONTACT

ZAC QUALLS

EXECUTIVE BROKER
870.336.8000
zac@haagbrown.com



CONTACT

JOSHUA BROWN

PRINCIPAL BROKER
870.336.8000
josh@haagbrown.com



“Our mission at Haag Brown Commercial is to be the best commercial real estate brokerage and development company while leading our clients to success. Our mission is to put our client’s needs ahead of our own while striving to excel in quality, innovation, and value of services we provide.”

Haag Brown Commercial is the region’s authority on listing & selling commercial real estate in Jonesboro and Northeast Arkansas. HB remains one of the top options in the region for Retail Project Development, Tenant Representation, & Investment Advising. We have experience and the expertise needed to develop and/or advise on large retail development projects. We have the ability to facilitate the expansion of national tenants who want to grow their presence in Arkansas, Oklahoma, Missouri, Mississippi, Tennessee, Alabama & Texas. Information to make the most informed decision on location is of utmost value to our clients. We have the ability to perform tenant site selection and/or build-to-suit through a revolutionary, technologically advanced build-to-suit program, which has pleased our clients immensely. All we need to know is the markets you want to be in, and we can get you there. We have the character, experience & education needed to be the best commercial brokerage firm in our region for advising on commercial real estate investments.

2221 HILL PARK CV.
JONESBORO, AR



OFFICE 870.336.8000
EFAX 888.561.4917
HAAGBROWN.COM



ZACQUALLS

Executive Broker - Asset Management & Tenant Rep.



As the leader of the Asset Management and Leasing team for Haag Brown Commercial, Zac Qualls oversees the management of some of the most prominent assets in Jonesboro, including the 2400 Building, The Highlands, Urbantech, Southwest Drive Center, and Turtle Creek Crossing. His role within the company is also to advise clients through the process of disposition and acquisition of investment real estate as well as represent a range of commercial tenants.

Zac plays a pivotal role in assisting Haag Brown Development with numerous redevelopment initiatives. He aids in advancing the national expansion program, which has led to introducing over 100+ national restaurants and retailers to the Northeast Arkansas region.

Coming from a background of multiple million-dollar institutions, Zac Qualls maintains seven-plus years of extensive financial expertise and is highly equipped to adapt and communicate with a variety of business leaders. His determination, hard work ethic, and skill level are evident since he was a former banker and member of the Financial Industry Regulatory Authority (FINRA), which covers a broad range of investments including stock, bonds, options, limited partnerships, and investment company products. Having held the series 7 and 66 licenses, the most comprehensive of several security licenses that permit an agent to communicate with retail investors, Zac demonstrates an extensive knowledge of a broad range of investment products.

zac@haagbrown.com

870.336.8000



REPRESENTED CLIENTS

CINTAS :

Jonesboro, AR

THE SENSORY SHOP :

Jonesboro, AR

PEOPLE SOURCE STAFFING PROFESSIONALS :

Jonesboro, AR

CONTINENTAL COMPUTERS :

Jonesboro, AR

STONEBRIDGE CONSTRUCTION, LLC :

Jonesboro, AR

ONSITE OHS, INC :

Jonesboro, AR

FAMILIES, INC :

Jonesboro, AR

FOCUS, INC :

Jonesboro, AR

KIDSPOT :

Jonesboro, AR

ARKANSAS MUSCLE :

Jonesboro, AR

ARKANSAS HOME HEALTH & HOSPICE :

Jonesboro, AR

REMAX :

Jonesboro, AR

JONESBORO TOTAL HEALTH :

Jonesboro, AR

LONG ELECTRIC :

Jonesboro, AR

SIGNIFICANT TRANSACTIONS

S. CARAWAY CENTER : Jonesboro, AR

ONSITE, OHS - JONESBORO VA CLINIC : Jonesboro, AR

6,300 +/- MEDICAL OFFICE BTS : THE RESERVE : Jonesboro, AR

5,000 +/- MEDICAL OFFICE BTS : THE RESERVE : Jonesboro, AR

PROPERTY MANAGER OF 60,000 SF RETAIL CENTER : Jonesboro, AR

PROPERTY MANAGER OF 50,000 SF OFFICE BUILDING : Jonesboro, AR

PROPERTY MANAGER OF 10,000 SF OFFICE BUILDING : Jonesboro, AR

ACHIEVEMENTS

Acom Designee - Accredited Commercial Manager

CPM Designee - Certified Property Manager

Arkansas Money & Politics - Top 100 Professional

Triple Diamond Award : (\$21MM+ in Volume) - 2022

Double Diamond Award : (\$14MM+ in Volume) - 2021

Platinum Level Award : (\$5MM+ in Volume) - 2019

Arkansas State University - Bachelors of Science in Finance - 2007

JOSHUA BROWN

PRINCIPAL, CCIM

I believe...

In the "I am third" principal - Jesus first, others second, self third.

"Do nothing out of selfish ambition or conceit, but in humility consider others as more important than yourselves. Everyone should look not to his own interests, but rather to the interests of others." Philippians 2:4

There is no separation between who we are professionally and who we are with our loved ones. Who you are at home is who you will be at work.

Our team should be faithful, serving spouses and exceptional, engaged parents. I believe in creating loyal, lasting business relationships with clients based on the same principals.

We add real tangible value to the businesses, property owners, and brokers we work for and with.

In over-delivering in our world that is full of over-promising.

Ideas are great, but implementation is key. If you can't execute, nothing happens. I believe in making things happen.

AWARDS & ACHIEVEMENTS

Named to Arkansas 250 every year since the creation of the group in 2017 | Youngest in Arkansas to receive CCIM designation | Arkansas State University College of Business Executive of the Year | ARA Award of Excellence "Triple Diamond Level" (\$21MM+) Recipient every year since 2010 | Arkansas Business' The New Influentials, 20 in Their 20's | Arkansas Business' Arkansas 40 under 40 | Arkansas Money & Politics Top 100 Professionals



CLICK OR SCAN TO LISTEN

The Paragould Podcast with Jared Pickney
Featuring Joshua Brown



2010

LAUNCHED

HAAG BROWN COMMERCIAL

Led HBC to be the face of commercial real estate brokerage in Jonesboro for over a decade, with fingerprints on 50+ national retail and restaurant projects in NEA alone.

Former Indian Mall :: 16+ AC Mall/Sears Transformation into The Uptown, Hottest Retail Development in Jonesboro, AR

Fairgrounds Re-Development :: 38 AC Re-Development of the NEA District Fairgrounds Property in the heart of Jonesboro, AR

Phoenix Flyover :: 8+ AC Retail Development along I-540 in Fort Smith, AR

Highland Square Center :: 80,000 SF Re-Development of Longstanding Kmart Space in Jonesboro, AR

2016

co-FOUNDER

HAAG BROWN ASSET MANAGEMENT

Dedicated to advising and representing buyers and sellers of investment real estate across Arkansas.

2400 Building :: 5-Story Office Building & Home of Regions Bank in Jonesboro, AR

Turtle Creek Crossing :: 36,000 SF Retail Center with Strong National Tenants in Jonesboro, AR

Ritter Communications Headquarters :: 33,000 SF Leed Certified Office Building in Jonesboro, AR

Chenal Shopping Center :: 63,000 SF former Kroger Center in Little Rock, AR

Manages Numerous Notable Retail, Office, and Industrial Assets in Arkansas

Over \$150MM of Investment Transactions

50+ 1031 tax exchanges Successfully Completed

Emphasis on Portfolio Diversification, Wealth Management, and Sale Leasebacks

2021

co-FOUNDER

HAAG BROWN INDUSTRIAL

With the vision of being the top industrial brokerage team in Arkansas, HB Industrial acquires existing industrial properties, lists and sells warehouse related properties, and develops modern, e-commerce driven industrial projects.

E-Commerce Park :: Northeast Arkansas' First Ultramodern Logistics, Warehousing & Digital Fulfillment Park On 250+ AC In Jonesboro, AR

Formed Real Estate for E-Commerce, LLC for Industrial Development & Acquisitions

Established 3 MM SF E-Commerce Park on I-555 in Jonesboro, AR

Partnered with Hytrol Conveyors on the First 150,000 SF Project within E-Commerce Park

Acquired 41,000 SF FedEx Freight Facility

\$700MM+ CRE Sales / Lease Volume

100+ National Retail & Restaurants in Arkansas

Arkansas Business' Small Business Of The Year In 2016, Finalists in 2012 & 2013

2012

co-FOUNDER

HAAG BROWN DEVELOPMENT

Specializes in expanding many companies throughout the southern United States - Arkansas, Oklahoma, Texas, Missouri, Tennessee, Kentucky, and Mississippi.



100+ Ground-Up Projects In Numerous States

New Unit Development for Starbucks, Slim Chickens, Panera Bread, Freddy's Frozen Custard & Steakburgers, and Chipotle

Emphasis in Carve-Out Development Completing Multiple Deals with Wal-Mart, Kroger and Target

Expert in Shopping Center Re-Development and Creating Premier Lifestyle Oriented Office Developments

2018

co-FOUNDER

HAAG BROWN MEDICAL HOLDINGS

Regional expert on brokering and developing medical related real estate in Arkansas and the contiguous states.

Reserve at NEA Baptist :: 11+ AC Lifestyle Focused Medical Development Adjacent to NEA Baptist Health System Campus in Jonesboro, AR

Reserve At Hill Park :: First Life-Style Oriented Office Development In Jonesboro, AR

NEA Sale Leaseback :: \$17mm Purchase Of 11 NEA Baptist Clinics Across Northeast Arkansas

Formed HB Medical Holdings, LLC for Medical Development & Acquisitions

Over \$50MM in Medical Real Estate Assets

Multiple Ground-Up Urgent Care & Specialized Medical BTS

Over \$200MM in Medical Real Estate Brokerage

2023

co-FOUNDER

HAAG BROWN AG

Regional expert on advising and representing buyers and sellers of agricultural real estate & land investments across Arkansas.

JOSH@HAAGBROWN.COM

870.336.8000

HAAGBROWN.COM