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A photograph of three men in business suits. The man on the left is wearing glasses and a red tie. The man in the center is wearing a blue suit and a patterned tie. The man on the right is wearing a dark suit and a red tie. They are all smiling slightly.

IT TAKES A  
**VILLAGE**

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# IT TAKES A VILLAGE

STORY BY ANTHONY CHILDRESS PHOTOGRAPHY BY MELISSA DONNER



It takes a village to keep pace with an ever-growing city.

Ask any member of the Halsey Thrasher Harpole Commercial Real Estate team and they will enthusiastically run down a list of reasons why the planned Greensborough Village project is destined to create a new kind of living in Jonesboro at a time when the population continues to arch upward and more opportunities for entertainment, essential services, and spaces for people to reside.

"Jonesboro is an incredible community; but for some time now we have been working to address 'quality of life' opportunities in an effort to try and attract and retain young, professional talent to move or stay here," said Gary Harpole, manager partner at HTH. "Greensborough Village is designed specifically address some of the opportunities that were identified, both physically and aesthetically. The architecture will be unique, the layout of the development will create a synergy and a flow that can't be duplicated unless you start with a blank canvas. In this case, it's 200 acres of blank canvas."

Along with Jerry Halsey Jr., principal broker/managing partner; and Roddy Thrasher, executive broker/managing partner, Harpole sees a market for those seeking certain amenities when choosing where to live.

"Fifteen percent of the entire development will be left in green space and common areas; with amenities like walking and biking trails, sidewalks on every street (both sides in residential areas), neighborhood pools and play areas, landscaped medians and streetscapes, special lighting, and a host of other things that will make this a unique living, shopping, and working experience," Harpole explained. "We think the timing is right because we aren't isolated; people travel for work and school, they have family, friends, and contemporaries that live and work in other parts of the country where they can see and experience this kind of lifestyle and

amenities. It's already prevalent in places as close as Northwest Arkansas, Little Rock, and Conway. Why not Jonesboro?"

### **Impact, Impact, Impact**

With a roster chock full of experienced real estate hands, HTH is approaching Greensborough from the standpoint of what it expects to bring in economic and social terms. When completed, the village will be Jonesboro's single largest development, outside of the Arkansas State University campus, according to Harpole. And, it means "hundreds of new jobs" and several million dollars each year generated for the local economy.

The project is focusing on six pillars: Live, Work, Eat, Shop, Play, Vision. For example, each home will feature front porches or stoops near sidewalks as a way of bringing neighbors together for conversation and other activities. Likewise, commercial ventures are being sought out to broaden socialization. The placement of courtyards, pedestrian infrastructure, and park space adds yet another layer of shared lives.

"We have made a conscious commitment to doing whatever we could to make this as great a city as we can to live, work, and raise a family. This is home for us, and

while we have and will continue to have investments and developments in other communities and even other states, Jonesboro will always be our top priority. We don't look at Jonesboro as a place from which to do business, we look at Jonesboro as a place to create and bring business to. We spend a lot of time networking with planners and other developers who are doing things right in other places," Harpole said.

Some of HTH's local projects include Red Lobster, First Security Bank, Anchor Packaging, First Community

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— GARY HARPOLE, MANAGER PARTNER, HTH

Bank, and Kum and Go, among others. More recently, the firm saw its efforts to bring new businesses to Jonesboro pay off when Doe's Eat Place opened on Washington Avenue.

"People from here loved eating at Doe's in Little Rock, Northwest Arkansas, and down Greenville, Mississippi. We said, 'let's make it happen here' and we found a great group for ownership with John Drum and Luke McCartney and worked with them to make it happen. But Doe's was just the tip of the iceberg. Greensborough Village will be the home to some very innovative and creative places to eat, shop, and play. And the neighborhoods and multi-family residential developments will be unlike anything else in the market," Harpole said.

**Flowing, Planning, Moving**

The village encompasses over 200 acres, with residential lots designated for location on the north and south sides of Greensboro Road. Passersby will notice work taking place to keep things moving while various pieces of the project come together. Harpole noted that "millions of dollars in infrastructure" will have been utilized before the first building breaks ground.

"It's hard to put a price tag on a finished product, because we are literally building an entire community," he said. "There will be multiple developments inside the development and each one of those will vary. Some single developments have the capacity to cost \$20-30 million on their own. I would say that with the exception of ASU and our two healthcare campuses, there won't be a larger investment in Jonesboro by the time we are finished. We consider all three of those some very elite company to have!"

Obviously, an influx of new homes and businesses means a sizable uptick in vehicle traffic centered in a part of town experiencing heavy traffic flows day in and day out. HTH has been working with city and Arkansas Highway and Transportation Department officials to insure the flow is steady and convenient and limit access points to minimize its impact outside the village.

"We want folks to understand that we have engaged some of the best traffic engineering minds in this part of the country to look at its impact," Harpole stated. "We have designed a roadway system that moves traffic freely in and through the development."



**Who, What, When, Where, Why**

From young single professionals and families with children to empty-nesters, the development will offer a diversity of things. Aside from single family homes, it will have mixed use lofts and patio homes, among others.

At this stage, the project's Phase 1 and Phase 1A have undergone ground clearing and are being leveled to grade. Contracts have been let for streets and drainage. Harpole said both are under construction. Utility plans are currently being wrapped up with bidding and construction potentially underway by press time.

Approximately 15 percent of the overall project is under contract, with 15-20 percent being negotiated. Buildings are expected to start rising later in the summer. In keeping with that, HTH is seeing a major bump in would-be retail space.

Jonesboro is expected to log an impressive population increase when the 2020 federal Census takes place. For Harpole and his associates, the village addresses needs of a city whose potential seems limitless.

"We think that for Jonesboro to expect to continue to grow we are going to need a development like this one," he said. "Once completed, we anticipate having over

2,000 residents the village home. When you analyze our growth as a bit, we expect to see 1,200-1,500 people per year moving to Jonesboro. So, over a five-to-seven-year build out, we certainly think we can do our fair share to give a good portion of those looking to move here a unique lifestyle neighborhood to consider."

For more information about the firm, visit [www.halseythrasherharpole.com](http://www.halseythrasherharpole.com).