

NEWS FROM: Fountains at Gateway

The Soda Bar and Homegrown Marketplace are coming to Fountains at Gateway in September

MURFREESBORO, Tenn. (August 7, 2017) --- Two new retail concepts, The Soda Bar and Homegrown Marketplace, will open next month in a 2,524-square-foot space retail space in the Fountains at Gateway office building, announced developer Scott Graby, president of Hearthstone Properties.



The Soda Bar is a dessert shop that will offer specialty ice creams, craft sodas, floats, Hawaiian shave ice, coffees, and signature take-out treats such as edible cookie doughs.

Homegrown Marketplace is a home décor and gift shop that will offer a wide range of décor and furniture for the home as well as stationery, gift items and locally produced specialty food items. The new concept will be an opportunity for local and regional artists, artisans and craftsmen to showcase their goods.

The signature concepts were created by Hearthstone Properties to fill an important retail niche in the variety of restaurants, shops and services opening at Fountains.

“Fountains at Gateway serves a unique mix of purposes – as a corporate office campus, upscale retail and dining district, and community event venue,” said Graby. “The events at Fountains will attract families and young professionals who come for the total experience of a concert or movie on the plaza green, which may include dinner or drinks at Fuzzy’s or one of the other restaurants opening this summer, followed by dessert or coffee at The Soda Bar. They will also enjoy browsing Homegrown Marketplace and other specialty shops opening this fall.”



Hearthstone worked with consultants Karen Ford and Danielle Worrell, owners of Goodness Gracious at Readyville Mill and previous owners of The Front Porch Café, to hone the concept for The Soda Bar.

Graby said the décor of The Soda Bar and Homegrown Marketplace will reflect a modern farmhouse style with stained floors, shiplap and pendant lighting. Plans include an indoor-outdoor soda bar that opens onto Fountains Plaza and an outdoor kiosk that allows customers to order outside and receive a text when their orders are ready.

“The interior architecture and store operations are designed for customer enjoyment and convenience, allowing customers to stay engaged in the events and activities on the plaza,” said Graby. “In the winter, when we open the plaza ice rink, the menu will be modified to include signature hot chocolates and other seasonal delights.”

Construction buildout has commenced, and The Soda Bar and Homegrown Marketplace are slated to open in September.

About Fountains at Gateway

Fountains at Gateway is a 31-acre, Class A mixed-use development located at 1500 Medical Center Parkway in Murfreesboro, Tennessee. The \$80 million development will include 400,000 square feet of office space in three office buildings, 70,000 square feet of retail in three free-standing buildings and street-level retail space in the office buildings, as well as a 100-unit apartment community and a midsize business hotel.

Phase one of the development includes a four-story, 105,500-square-foot office building and two retail buildings totaling 33,200 square feet. The office building is open and the first retail building, with 11,200-square-feet of space, was completed in June 2017. Retail tenant buildouts continue through the summer.

The Soda Bar and Homegrown Marketplace join Burger Republic, Tom+Chee, Fuzzy's Taco Shop, Board & Brush, Nothing Bundt Cakes, Tressler & Associates/Tressler Title, Anytime Fitness, Kitchen Fresh, e.Allen, and The Social Chair in leasing retail space at Fountains at Gateway.

Fountains at Gateway is developed by Hearthstone Properties, a Murfreesboro commercial real estate investment company. The architect and contractor are H. Michael Hindman Architects and Solomon Builders, respectively. Hearthstone is handling retail leasing, and Bill Adair at JLL is handling office leasing.

More information can be found at www.FountainsAtGateway.com .

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