

Commercial Land for Sale

5435 AL-21, Atmore, AL 36502

Listing ID: 29751737
 Status: Active
 Property Type: Vacant Land For Sale
 Possible Uses: Agricultural, Hospitality
 Gross Land Area: Sale 0.90 Acres
 Sale Terms: Cash to Seller, Build-to-Suit, Other



Overview/Comments

Location: The property is prominently located within close proximity to the Wind Creek Casino, emphasizing the significance of its location. The statement "redefines location, location" underscores the prime positioning of the property.

High Traffic Volume: The property benefits from high traffic visibility, with an estimated 24,185 individual units of traffic daily. This substantial traffic is generated by people heading to the casino, 4 nearby hotels, 8 restaurants, a drag raceway, and the interstate. This high traffic volume can provide excellent exposure for a commercial or business enterprise.

Access to Potential Customers: The property's location ensures access to a vast number of potential customers who visit the region for various purposes. This prime positioning can be highly advantageous for attracting customers to a wide range of businesses or commercial ventures.

Investment Opportunity: The description specifically calls out to investors, inviting them to seize an opportunity at the center of commerce in the region. The property's location and high traffic volume make it an appealing investment prospect.

If you're an investor interested in this commercial opportunity, it's advisable to contact the listing agent or broker for more information, including details about the property's zoning, permitted uses, and any other specific questions you may have. This location seems to offer a strong potential for a wide range of businesses due to its strategic placement and consistent traffic flow.

More Information Online

<https://www.gulfcoastcmls.com//listing/29751737>



QR Code

Scan this image with your mobile device:

General Information

Taxing Authority:	Escambia Co Al	Adjacent Parcels Available:	Yes
Tax ID/APN:	30 11 09 32 0 200 002.001	Sale Terms:	Cash to Seller, Build-to-Suit, Other
Zoning:	UNZONED		

Possible Uses Agricultural, Hospitality, Industrial, Office, Residential (Single Family), Retail, Retail-Pad, Self Storage, Vacation/Resort, Other

Area & Location

Market Type:	Medium	Feet of Frontage:	210
Property Located Between:	I-65 and Hwy 21	Traffic/Vehicle Count:	24,185
Property Visibility:	Excellent	Highway Access:	Highway 21, I-65
Legal Description:	30-11-09-32-0-200-002.001 PPIN: 103565	Airports:	Atmore Municipal, Mobile Regional, Pensacola International
Largest Nearby Street:	HWY 21		

Site Description Next door to booming casino, hotels and restaurants. Located 1 mile from Exit 57 on I-65. Adjacent to Rivercane (Commercial / Industrial) Pre-existing home that could easily be turned into an office or used as rental property; 3 bedrooms, 1 bath, 1300 sqft.

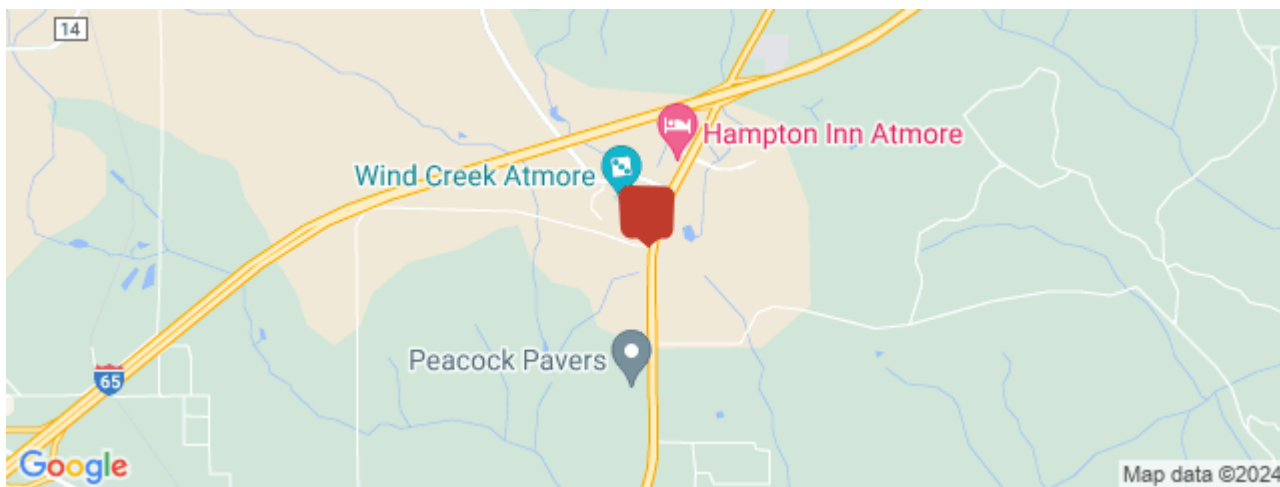
Area Description The largest city in Escambia County, this is a town dedicated to growth and redevelopment. Atmore has welcomed Jack's family restaurant, Starbucks, and the Coastal Growers' \$84 Million peanut shelling plant that brought 100+ jobs, the new headquarters for West Escambia Utilities, and the Atmore senior living village on McRae St, just to name a few. Atmore presently is in upwards of a \$4.2 Million re-vitalization process with growth in the downtown and surrounding areas. Included in that number are the restoration of the Strande Theatre and former Atmore Hardware Store now known as the Encore; improvements to the Atmore Heritage Park with a new splash pad, new playground equipment, and a nod to the city's history from a decommissioned train car; and the New Trammell Square Park. Recently, more than \$90 million in capital investment projects have been brought to this growing city. The City and Chamber are also working on beautification and hometown pride initiatives to enhance the downtown business district, as well as commercial and industrial properties. In 2019, the Alabama Historical Commission designated a portion of the city of Atmore as a commercial historic district. Recently, Atmore was designated part of the Main Street Alabama non-profit organization that focuses on bringing jobs, dollars, and people back to Alabama's historic communities. Home to a wide range of industries that have grown over the years, including agriculture, timber, textiles, metal fabrication, and communication companies. City leaders take a proactive approach to industrial recruitment by adding and selling buildings at the 150-acre Industrial Park, along with creating the Rivercane Development. The City of Atmore works in conjunction with the Atmore Area Chamber of Commerce, the Escambia County Industrial Development Authority, and the Coastal Gateway Regional Economic Development Alliance to attract new business and industry to the area while pursuing marketing strategies that promote the growth of our community and its existing industries. Atmore is perfectly positioned to be an attractive area for businesses while still retaining its warm, family charm. Current and future renovations in Atmore have made it an exciting place to be!

Land Related

Lot Frontage:	210	Zoning Description:	UNZONED
Lot Depth:	275	Available Utilities:	Electric, Water, Cable, Broadband

Location

Address:	5435 AL-21, Atmore, AL 36502
County:	Escambia
MSA:	Mobile



Property Images



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DSCN7158



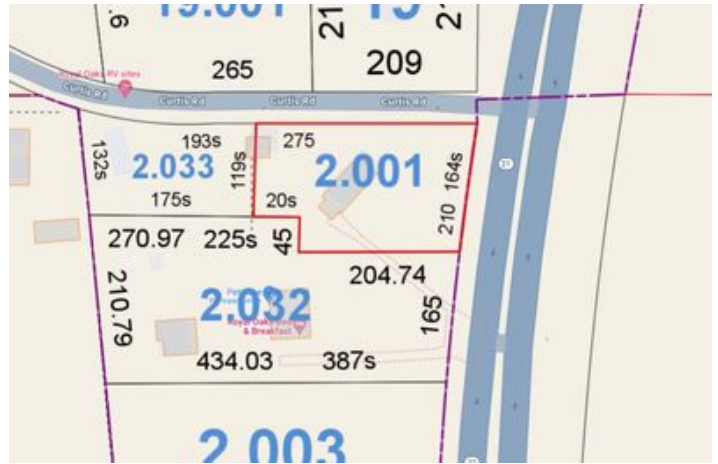
DSCN7159



Aerial



DSCN7160



Plat

Property Contacts



Bub Gideons

PHD Real Estate, LLC
251-359-6523 [M]
251-359-6523 [O]
bub@phdrealty.com

ABOUT THE AREA

RIVERCANE DEVELOPMENT*

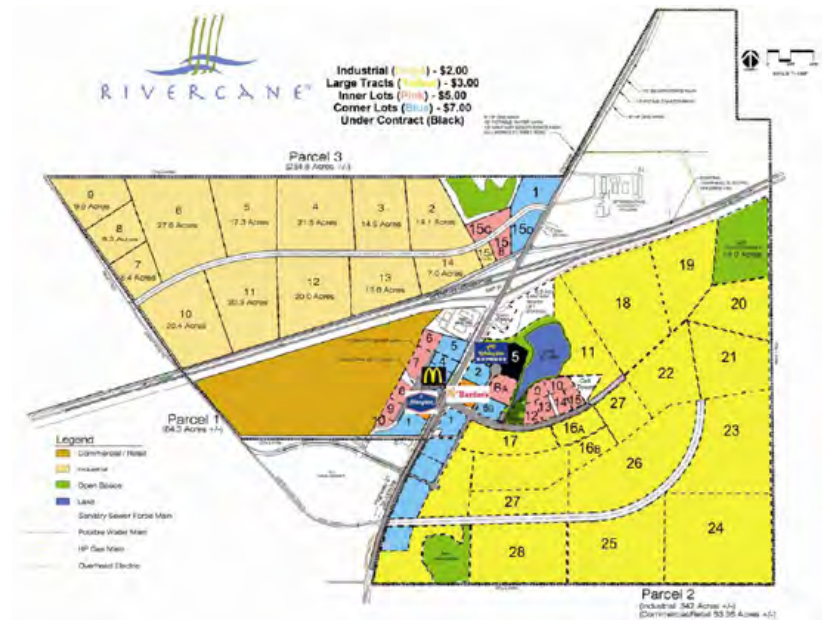
One of our most recent projects, the Rivercane development, is a 740-acre mixed-use development, located on Highway 21, 4 1/2 miles north of Atmore at I-65, Exit 57.

Due to the location of the property, current market demand, and community needs; we anticipate that Rivercane will ultimately include retail/commercial, residential, industrial and possibly recreational areas. Phase 1 includes construction of roads, additional lanes on Highway 21, and a lake which will serve as the collection/retention facility. It is anticipated that underground storm water drainage facilities will be used rather than surface facilities. West Escambia Utilities, Inc. (formerly Atmore Utilities Board) is working to expand water, sewage and natural gas to meet the demands of a fully developed Rivercane. Power is supplied by both Southern Pine Electric Cooperative and Alabama Power Company, while telephone service is provided by Frontier.

Phase 1 of the process is almost complete, and preliminary plans for Phase 2 are complete and ready for implementation. All utilities within Rivercane will be underground and constructed as each phase of the development is undertaken. All streets will be lighted, curbed, and guttered, and common areas will include landscaped shoulders along Highway 21, entrance medians, lakes, protected wetlands and parks. These common areas will be maintained by a Rivercane Property Owners' Association and funded through assessments to the property owners.

**While the listing agent believes that the acquired information is accurate and true, there is no guarantee of its accuracy, and information is subject to change.*

SOURCES: <https://welcometoatmore.com/rivercane-development/>



ABOUT THE AREA

ATMORE, AL*

Atmore began in the 1860s as a small town and now has grown into one of the largest cities in Escambia County. Just 50 miles north of Mobile and Pensacola, Atmore is perfectly positioned to be an attractive area for businesses while still retaining its warm and friendly charm.

Named one of The Top 50 Safest Cities in Alabama in 2017, Atmore is home to passionate citizens and visionary leadership that are dedicated to revitalizing the city. This redevelopment has attracted new companies, brought in the next generation of workers, and kept our current citizens happy. From discovering the shops on Main Street to marveling at the beauty of the Little River State Forest and Magnolia Branch Wildlife Reserve, Atmore holds a wealth of entertainment for residents and visitors alike. Other amenities of the area include the Atmore Municipal Airport, a state-of-the-art Outpatient Clinic, and several city pools.

The City of Atmore is dedicated to enhancing the quality of life for everyone by attracting a skilled workforce, local and regional businesses, and higher-paying jobs. The city leaders have taken a proactive approach to industrial recruitment. This strategy has included adding buildings at the 150-acre Atmore Industrial Park, and creating the Rivercane Development project, a 740-acre mixed-use project, located on Highway 21, just north of Atmore at I-65, Exit 57. Atmore works in conjunction with the Atmore Area Chamber of Commerce, the Atmore Rotary Club, the Escambia County Industrial Development Authority, and the Coastal Gateway Regional Economic Development Alliance to attract new businesses and industry to the area. City officials were successful in working with the Alabama Historical Commission to approved a map designating a portion of the city of Atmore as a commercial historic district. Atmore was also sselected for Main Street Alabama Designation in June 2020.

The only federally recognized tribe of Native Americans in Alabama, the Poarch Band of Creek Indians, are headquartered in Atmore. The city off Atmore is home to one of the 3 Wind Creek Casinos in Alabama with 85,000 square feet of gaming space. With federal recognition and the founding of the gaming casinos, the Poarch Band of Creek Indians near Exit 54 on Interstate 65, have increased its relative economic contributions to the region. These developments provide tourism and conferences in the area and the Wind Creek is one of just four-diamond hotels in the state of Alabama.

**While the listing agent believes that the acquired information is accurate and true, there is no guarantee of its accuracy, and information is subject to change.*

SOURCE: <https://welcometoatmore.com/>; <https://prideofatmore.com/projects/>; <https://www.atmoreadvance.com/2019/10/10/state-recognizes-atmore-historic-district/>; <https://www.mainstreetalabama.org/atmore/>



WHAT ELSE IS HAPPENING IN ATMORE




Happy 4th of July!

Atmore News

The Community's Newspaper

Volume 18 Issue 2
50 cents - Section A
Wednesday, June 29, 2022

Effort being launched to form Kiwanis club here

By DON FLETCHER
News Staff Writer

A two-day "prospecting" effort will be launched in mid-July by Monroeville Kiwanis members, an effort that will culminate in an informational meeting to see if there is enough local interest to establish a Kiwanis club here.

The meeting, set to last from 5:30 to 6:30 p.m. on Thursday, July 14, will be held at United Bank's main branch on East Nashville Street. Light refreshments will be served, and Monroeville Kiwanis members will explain the basic tenets of the civic organization and answer any questions about it. The Kiwanis International website says the group's intent is to "empower communities to improve the world by making lasting differences in the lives of

Micro-motel

Mobile firm buys Rivercane lot for new lodging establishment

By DON FLETCHER
News Staff Writer

Atmore City Council members approved during their Monday (June 27) meeting the sale of about 1.72 acres of land in the Rivercane retail and industrial development area to a Mobile firm that plans to erect a micro motel, or microtel, on the site.

The council gave its collective OK to the transaction, under which WYN Atmore LLC — a Mobile-based company that Alabama Secretary of State records show has been in existence only since June 13 — will pay the city roughly \$671,000 for the land, just off Interstate 65 and behind Taco Bell.

"They'll be buying 1.72 acres, more or less, to put up a micro motel," said Mayor Jim Staff. "They might come out another 20 feet, so it could be a little more than that before it's over. The city will get \$9 per square foot for 74,557 square feet of property."

The new lodging establishment will reportedly be owned by a group that already owns Microtel Inn & Suites by Wyndham in Saraland, Dauphin and Gulf Shores. The company's registered agent is Ashley Patel.

According to travelawaits.com, microtel rooms are "small on size and big on personality." Most are less than 200 square feet, and some are less than 100 square feet. Rooms in most micro motels are priced at a fraction of a full-size motel or hotel but feature few, if any, amenities beyond the basics.

No one from WYN Atmore attended the meeting.

In the only other business deal with by the council, the panel approved a plan by West Escambia Utilities to sell the former landfill property it bought for the city two decades ago, on which part of a new state mega-prison will be built.

Staff said the move could be taken as an indicator that construction of the prison will begin in the relatively near future.

"West Escambia is selling the old landfill site they bought for the city around 20 years ago," the mayor said. "It's west of the old warden's house, an old barn building that's falling in, and it's where the new prison is going. It looks like the prison is finally coming to fruition."

more News

The Community's Newspaper

50 cents - Section A

Wednesday, February 3, 2021

Boom town

Construction projects could change face of small-town Atmore

By DON FLETCHER
News Staff Writer
News Photo by Otto Gorman

Atmore was still mostly a sleepy little town off Interstate 65 until just a few months ago. It is now host to an unprecedented spurt of business and industrial growth, one that has become the envy of other small cities and towns in Alabama.

Dirt is being dug, moved and tamped all over the city in preparation for new buildings. Several projects will soon be coming off the drawing boards, and one is already nearing completion.

"It's unbelievable," said Tucson Roberts, who was hired two years ago to recruit retail businesses and industry for the City of Atmore. "This is really a good time for us, and I'm more upbeat about Atmore than I've ever been in the two years I've been here."

There are numerous reasons for the upbeat feeling. More than \$90 million in capital investment projects are already under way, with others nearing their start dates. One, the new \$1 million city public works building, is in the final stages of construction.

Among the buildings for which site work is ongoing are the new Coastal Growers peanut shelling plant (\$84 million) and a new headquarters for West Escambia Utilities (\$1.28 million). The imminent restoration of the Strand Theatre and renovation of the former Atmore Hardware Store building represent another \$3.6 million investment.

Pride of Atmore's Bub Gideons said an increase in the cost of construction materials — a factor in several projects — has caused a one-month extension of the projected completion date, from February 2022 to March 2022.



Top photo, the new Starbucks at Wind Creek; bottom ACH's new primary care facility



The theater-hardware store project is the lynchpin of a downtown revitalization effort that is also picking up steam as numerous small shops continue to open along Main Street.

Four new restaurants are being built. Cafe 251 and Cajun Boiling Pot are in the final stages of construction. Site prep is nearing completion for a new Jack's restaurant, and a new Starbucks that will be the coffee company's only venue between Montgomery and Mobile is expected to open in the summer at Wind Creek Atmore.

Chris Adams of Mississippi-based Advance Building Specialists, who is supervising construction of the Jack's eatery, said the actual building construction should begin in two weeks, with a 90-day target date for completion.

On the medical front, a new hospital is still in the works, a primary care facility opened recently near Atmore Community Hospital, and ground has been broken for an urgent care center near the site where the hospital will be located.

Roberts said the biggest game-changer will be the "super prison" that was formally approved this week by Gov. Kay Ivey.

"The prison staff will go from 200 employees to 600," he said. "That's a huge jump. The construction cost is supposed to be around \$350 million to \$400 million. That's big."

The city is also in the preliminary stages of building a multi-purpose center at the corner of Ridgely and Trammel streets. That facility will be home to the local Farmers Market and will have public restrooms, a gazebo that will have electricity for musical and other events, and a community garden.

See BOOM TOWN, page 2A

SOURCE: <https://atmorenews.com/>





**MAIN STREET ATMORE
REAL ESTATE
REDEVELOPMENT PLAN**



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[About The Project]



Main Street Alabama in partnership with Opportunity Alabama and the Business Council of Alabama applied for and received an EDA grant in 2020. Main Street Alabama will use our portion of the grant to provide services to our designated communities in the form of a real estate redevelopment plan, small scale production workshop, and incremental development training.

[About The Process]

This plan was created utilizing the expertise of outside consultants, state and local-level partners, and community input. More specifically, the process included:

Third-Party Data Analysis- Market data provided by Claritas and extrapolated and interpreted by Place + Main Advisors, this data gives a snapshot of the potential opportunities for the district.

Individual Property Tours- Representatives from several properties provided our team access to the vacant buildings highlighted in this plan.

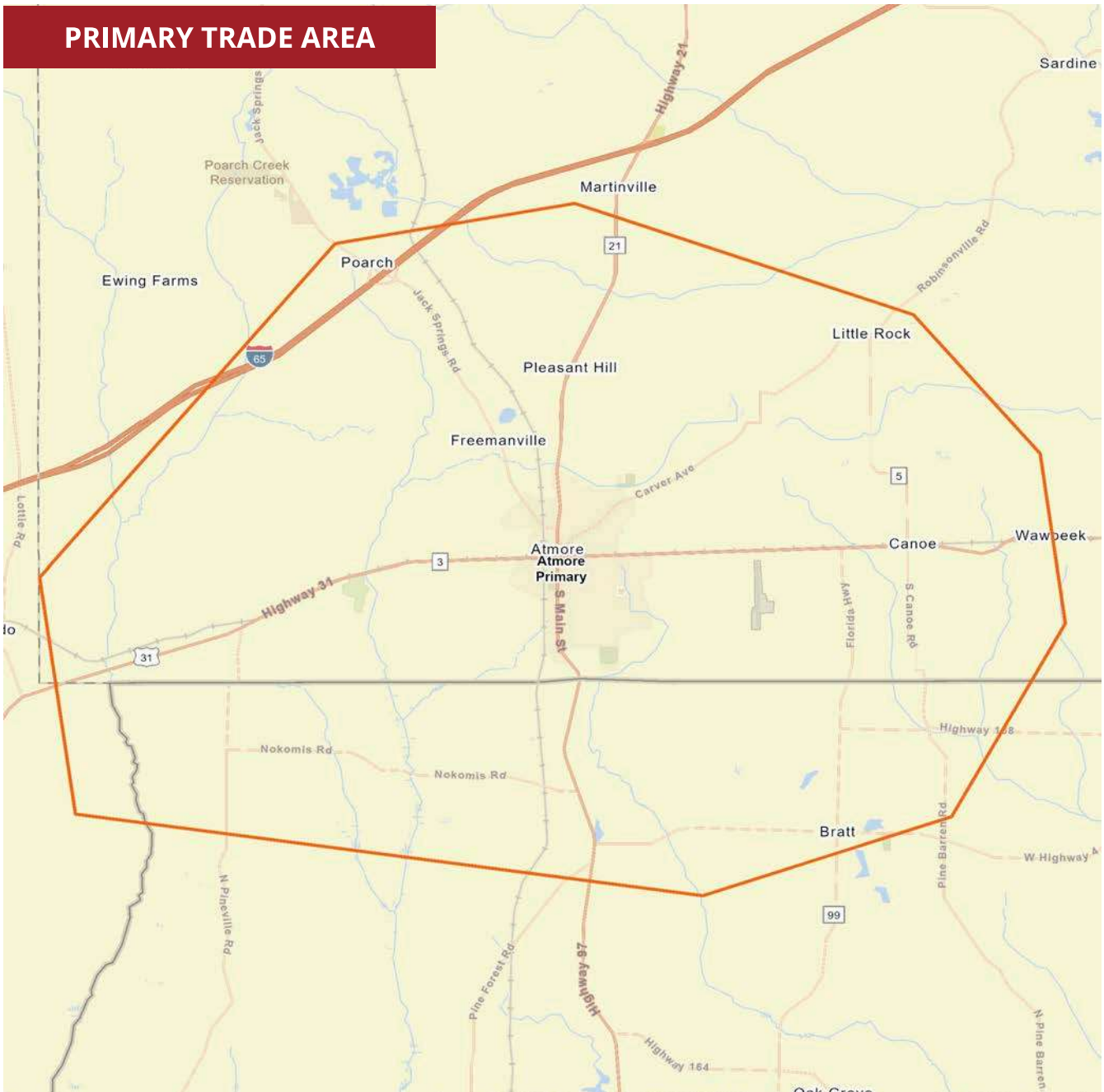
Our thanks to Main Street Atmore and the numerous residents, businesses, and property owners who participated in the creation of this plan.

[Market Data]

The primary and secondary trade areas for this report were established by using mobility data, or cell phone data, to determine where people are coming from into the Main Street district. Using this GPS-enabled technology called geofencing, Main Street Atmore can understand at the zip code level where current customers in the district are originating. This allows for a better understanding of customer spending, needs, and the types of businesses that would be a best fit for the district.

This data is widely available to national-level retailers and was provided to Main Street Atmore through a partnership with Alabama Power using their resources to pull this data from a third party geofence data provider.

This mobility data allows for the identification of geographic areas that make up the district's primary and secondary areas. Once these areas are identified, Place + Main Advisors, LLC used this map to pull additional market data, including the following demographic and market retail data from data sources including Claritas, the U.S. Census, ESRI, and augmented with their own analysis and extrapolation of data.



PRIMARY TRADE AREA

POPULATION

HOUSEHOLDS

2010 CENSUS

12,979

5,171

2020 CENSUS

12,866

5,355

2023 ESTIMATE

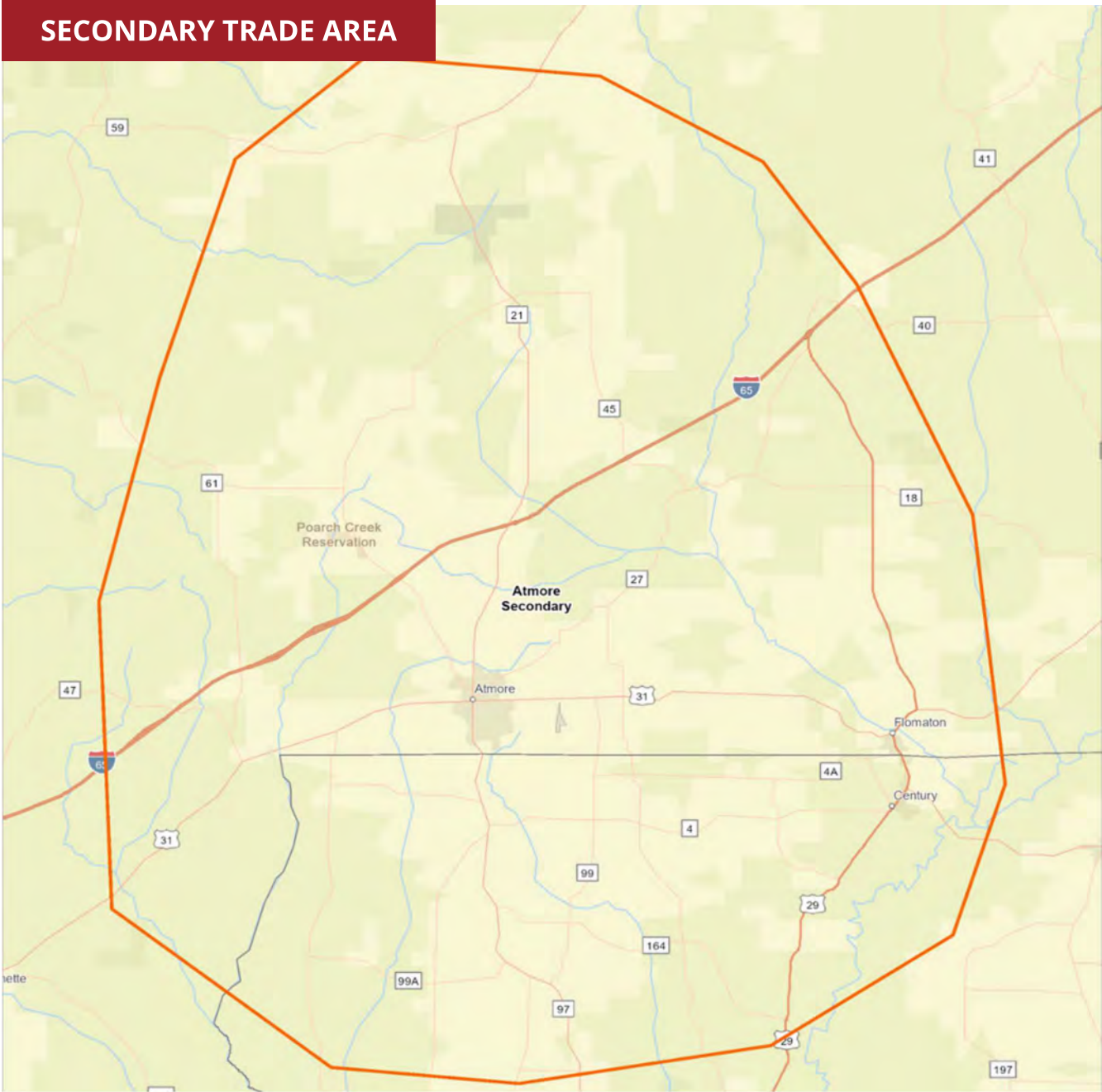
12,972

5,363

2028 PROJECTION

12,758

5,392



SECONDARY TRADE AREA

POPULATION

HOUSEHOLDS

2010 CENSUS

34,081

11,632

2020 CENSUS

32,787

12,106

2023 ESTIMATE

32,642

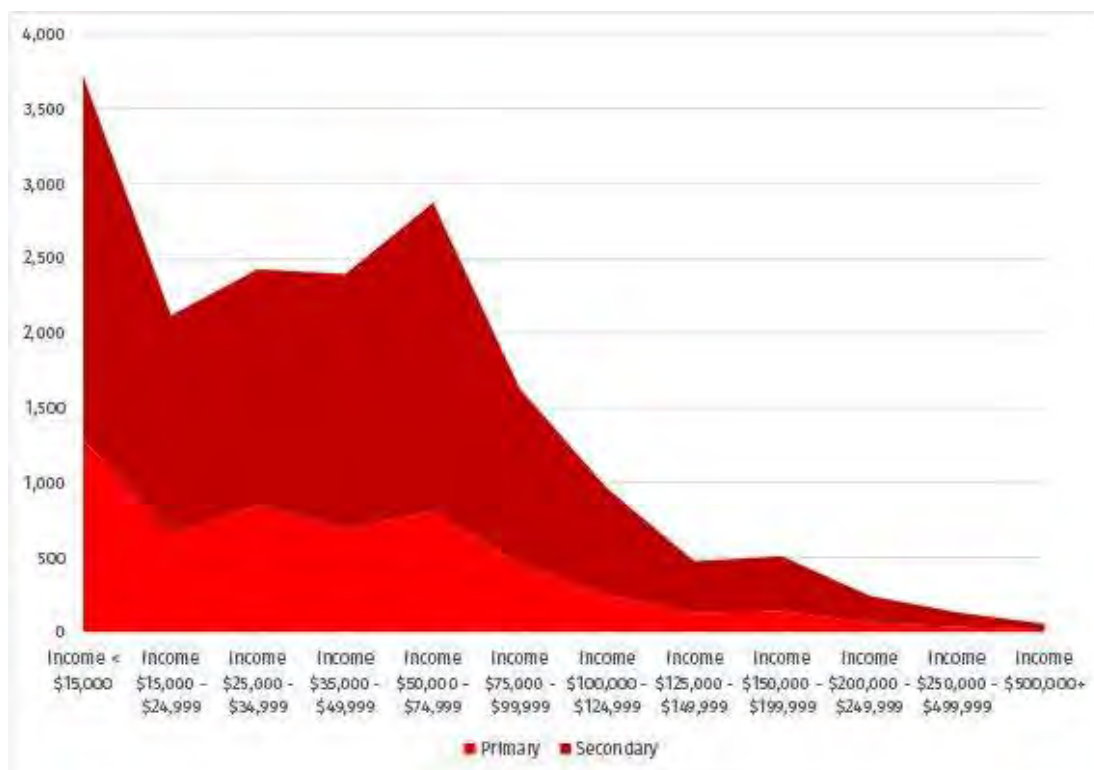
12,140

2028 PROJECTION

32,660

12,232

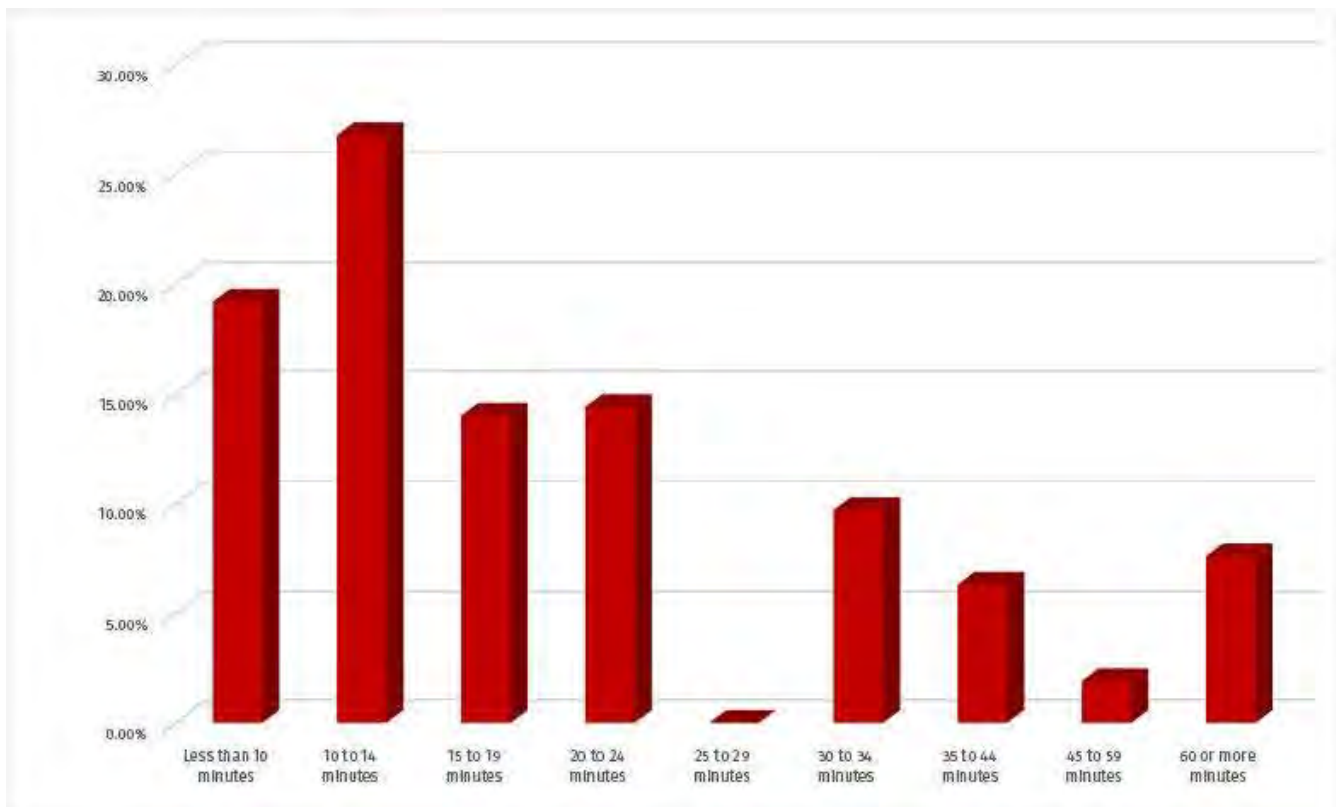
HOUSEHOLD INCOME	PRIMARY TRADE AREA	SECONDARY TRADE AREA
INCOME < \$15,000	1,283	2,433
INCOME \$15,000 - \$24,999	645	1,470
INCOME \$25,000 - \$34,999	856	1,569
INCOME \$35,000 - \$49,999	685	1,707
INCOME \$50,000 - \$74,999	811	2,058
INCOME \$75,000 - \$99,999	453	1,173
INCOME \$100,000 - \$124,999	251	704
INCOME \$125,000 - \$149,999	124	347
INCOME \$150,000 - \$199,999	138	366
INCOME \$200,000 - \$249,999	64	178
INCOME \$250,000 - \$499,999	37	96
INCOME \$500,000+	17	37
AVERAGE HOUSEHOLD INCOME	\$50,740.00	\$56,125.00
MEDIAN HOUSEHOLD INCOME	\$33,688.01	\$39,676.63



CITY RESIDENT COMMUTE DATA

LEAVING HOME	% OF POPULATION	ARRIVING HOME
12:00 A.M. TO 4:59 A.M.	8.5%	9:00 A.M. TO 1:59 P.M.
5:00 A.M. TO 5:29 A.M.	1.9%	2:00 P.M. TO 2:29 P.M.
5:30 A.M. TO 5:59 A.M.	4.9%	2:30 P.M. TO 2:59 P.M.
6:00 A.M. TO 6:29 A.M.	7.2%	3:00 P.M. TO 3:29 P.M.
6:30 A.M. TO 6:59 A.M.	7.4%	3:30 P.M. TO 3:59 P.M.
7:00 A.M. TO 7:29 A.M.	22.0%	4:00 P.M. TO 4:29 P.M.
7:30 A.M. TO 7:59 A.M.	19.4%	4:30 P.M. TO 4:59 P.M.
8:00 A.M. TO 8:29 A.M.	16.1%	5:00 P.M. TO 5:29 P.M.
8:30 A.M. TO 8:59 A.M.	1.0%	5:30 P.M. TO 5:59 P.M.
9:00 A.M. TO 11:59 P.M.	11.6%	6:00 P.M. TO 8:59 P.M.

CITY RESIDENT AVERAGE COMMUTE TIME



[Retail Gap Data]

About Retail Gap Data

When an area's demand for retail goods and services does not match the supply, it creates what is called a Retail Gap. If there is more supply than demand in a geographic area, then one of two things (or a combination of the two) are occurring:

- 1) There may be a strong enough draw from a specific retailer/service provider or group of them that brings in additional from customers from outside the defined area and/or;
- 2) There is an over-supply of a business type. Conversely, if there is more demand for a good or service than what exists in the area's supply, a gap (or leakage) is created.

This leakage is money that leaves the area to spend in another area because the particular good or service is not available within the defined area. This leakage is the best potential source for the types of additional businesses the area may need.

Local Advantages + Challenges

The retail gap data for the Atmore area suggests there are significant opportunities to serve both the primary and secondary trade areas in numerous categories.

The following charts show the market demand and highest leakage areas for primary and secondary trade areas.

The presence of a gap is not a guarantee of success for prospective businesses.

PRIMARY TRADE AREA

	2023 Demand	2023 Supply	2023 Retail Gap	2028 Projected Demand	Projected Opportunity
Total Retail Trade and Food + Drink	\$199,650,123	\$242,703,907	(\$43,053,783)	\$215,597,975	(\$27,105,932)
Total Retail Trade	\$178,130,479	\$234,738,341	(\$56,607,861)	\$192,056,363	(\$42,681,978)
Total Food + Drink	\$21,519,644	\$7,965,566	\$13,554,078	\$23,541,612	\$15,576,046

SECONDARY TRADE AREA

	2023 Demand	2023 Supply	2023 Retail Gap	2028 Projected Demand	Projected Opportunity
Total Retail Trade and Food + Drink	\$474,338,772	\$449,388,344	\$24,950,428	\$514,967,809	\$65,579,465
Total Retail Trade	\$423,406,902	\$431,837,997	(\$8,431,095)	\$459,108,777	\$27,270,780
Total Food + Drink	\$50,931,870	\$17,550,347	\$33,381,523	\$55,859,032	\$38,308,685

Retail Opportunities

There are significant opportunities in both the primary and secondary trade area in specific sectors. This section shows the largest areas of opportunity.

PRIMARY TRADE AREA



SUPERMARKETS AND OTHER GROCERY STORES (NAICS 44511)

2022 Demand (\$)	\$20,841,100
2022 Supply (\$)	\$11,737,498
Opportunity Gap/ Surplus (\$)	\$9,103,603
2027 Demand	\$22,651,612
Projected Opportunity	\$10,914,114
Max. Supportable Sq Ft	21,828



SPECIALTY FOOD STORES (NAICS 4452)

2022 Demand (\$)	\$627,242
2022 Supply (\$)	\$0
Opportunity Gap/ Surplus (\$)	\$627,242
2027 Demand	\$682,368
Projected Opportunity	\$682,368
Max. Supportable Sq Ft	1,365



BEER, WINE, AND LIQUOR STORES (NAICS 4453)

2022 Demand (\$)	\$1,860,227
2022 Supply (\$)	\$743,036
Opportunity Gap/ Surplus (\$)	\$1,117,191
2027 Demand	\$2,043,873
Projected Opportunity	\$1,300,837
Max. Supportable Sq Ft	1,183

PRIMARY TRADE AREA



**FAMILY CLOTHING STORES
(NAICS 44814)**

2022 Demand (\$)	\$2,931,025
2022 Supply (\$)	\$2,112,629
Opportunity Gap/ Surplus (\$)	\$818,396
2027 Demand	\$2,735,309
Projected Opportunity	\$622,680
Max. Supportable Sq Ft	2,707



**SHOE STORES
(NAICS 4482)**

2022 Demand (\$)	\$843,004
2022 Supply (\$)	\$186,395
Opportunity Gap/ Surplus (\$)	\$656,610
2027 Demand	\$766,178
Projected Opportunity	\$579,783
Max. Supportable Sq Ft	1,933



**PET AND PET SUPPLIES STORES
(NAICS 45391)**

2022 Demand (\$)	\$617,343
2022 Supply (\$)	\$31,292
Opportunity Gap/ Surplus (\$)	\$586,051
2027 Demand	\$712,499
Projected Opportunity	\$681,207
Max. Supportable Sq Ft	2,197



**FULL-SERVICE RESTAURANTS
(NAICS 722511)**

2022 Demand (\$)	\$9,555,733
2022 Supply (\$)	\$6,487,469
Opportunity Gap/ Surplus (\$)	\$3,068,264
2027 Demand	\$10,472,701
Projected Opportunity	\$3,985,232
Max. Supportable Sq Ft	6,533



**LIMITED-SERVICE RESTAURANTS
(NAICS 722513)**

2022 Demand (\$)	\$8,137,400
2022 Supply (\$)	\$436,588
Opportunity Gap/ Surplus (\$)	\$7,700,811
2027 Demand	\$8,884,295
Projected Opportunity	\$8,447,707
Max. Supportable Sq Ft	42,239



**SNACK AND NON-ALCOHOLIC
BEVERAGE BARS (NAICS 722515)**

2022 Demand (\$)	\$1,243,790
2022 Supply (\$)	\$24,456
Opportunity Gap/ Surplus (\$)	\$1,219,334
2027 Demand	\$1,357,146
Projected Opportunity	\$1,332,690
Max. Supportable Sq Ft	3,332

SECONDARY TRADE AREA



**FURNITURE STORES
(NAICS 4421)**

2022 Demand (\$)	\$5,104,253
2022 Supply (\$)	\$4,662,011
Opportunity Gap/ Surplus (\$)	\$442,242
2027 Demand	\$5,669,420
Projected Opportunity	\$1,007,409
Max. Supportable Sq Ft	3,100



**HOME FURNISHINGS STORES
(NAICS 4422)**

2022 Demand (\$)	\$3,748,774
2022 Supply (\$)	\$3,201,326
Opportunity Gap/ Surplus (\$)	\$547,447
2027 Demand	\$4,129,479
Projected Opportunity	\$928,153
Max. Supportable Sq Ft	2,856



**SUPERMARKETS AND OTHER
GROCERY STORES (NAICS 44511)**

2022 Demand (\$)	\$49,473,155
2022 Supply (\$)	\$38,127,761
Opportunity Gap/ Surplus (\$)	\$11,345,394
2027 Demand	\$54,281,684
Projected Opportunity	\$16,153,923
Max. Supportable Sq Ft	32,308



**SPECIALTY FOOD STORES
(NAICS 4452)**

2022 Demand (\$)	\$1,489,665
2022 Supply (\$)	\$456,672
Opportunity Gap/ Surplus (\$)	\$1,032,993
2027 Demand	\$1,634,259
Projected Opportunity	\$1,177,587
Max. Supportable Sq Ft	2,355



**BEER, WINE, AND LIQUOR STORES
(NAICS 4453)**

2022 Demand (\$)	\$4,386,101
2022 Supply (\$)	\$1,418,548
Opportunity Gap/ Surplus (\$)	\$2,967,552
2027 Demand	\$4,863,630
Projected Opportunity	\$3,445,082
Max. Supportable Sq Ft	3,132



**SHOE STORES
(NAICS 4482)**

2022 Demand (\$)	\$1,988,735
2022 Supply (\$)	\$959,105
Opportunity Gap/ Surplus (\$)	\$1,029,630
2027 Demand	\$1,817,745
Projected Opportunity	\$858,640
Max. Supportable Sq Ft	2,862

SECONDARY TRADE AREA



**PET AND PET SUPPLIES STORES
(NAICS 45391)**

2022 Demand (\$)	\$1,467,726
2022 Supply (\$)	\$440,556
Opportunity Gap/ Surplus (\$)	\$1,027,170
2027 Demand	\$1,689,932
Projected Opportunity	\$1,249,376
Max. Supportable Sq Ft	4,030



**DRINKING PLACES (ALCOHOLIC
BEVERAGES) (NAICS 7224)**

2022 Demand (\$)	\$1,716,350
2022 Supply (\$)	\$480,860
Opportunity Gap/ Surplus (\$)	\$1,235,490
2027 Demand	\$1,913,857
Projected Opportunity	\$1,432,997
Max. Supportable Sq Ft	4,094



**FULL-SERVICE RESTAURANTS
(NAICS 722511)**

2022 Demand (\$)	\$22,603,791
2022 Supply (\$)	\$11,444,610
Opportunity Gap/ Surplus (\$)	\$11,159,182
2027 Demand	\$24,831,662
Projected Opportunity	\$13,387,052
Max. Supportable Sq Ft	21,946



**LIMITED-SERVICE RESTAURANTS
(NAICS 722513)**

2022 Demand (\$)	\$19,285,265
2022 Supply (\$)	\$4,229,603
Opportunity Gap/ Surplus (\$)	\$15,055,662
2027 Demand	\$21,114,842
Projected Opportunity	\$16,885,239
Max. Supportable Sq Ft	84,426



**SNACK AND NON-ALCOHOLIC
BEVERAGE BARS (NAICS 722515)**

2022 Demand (\$)	\$2,948,172
2022 Supply (\$)	\$73,635
Opportunity Gap/ Surplus (\$)	\$2,874,537
2027 Demand	\$3,226,659
Projected Opportunity	\$3,153,024
Max. Supportable Sq Ft	7,883

Market Segmentation

As important as knowing what an area’s retail gap is, understanding its market segmentation is equally valuable. What is market segmentation? Market segmentation is the process of dividing a market of potential customers into groups, or segments, based on different characteristics. The segments created are composed of consumers who will respond similarly to marketing strategies and who share traits such as similar interests, needs, or locations.

To define the various market segments for Downtown Atmore, the Primary Trade Area is divided into segments using the Tapestry Market Segmentation tool. Tapestry is a tool created by data firm ESRI to provide an accurate, detailed description of America’s neighborhoods—U.S. residential areas are divided into 67 distinctive segments based on their socioeconomic and demographic composition—then further classifies the segments into LifeMode and Urbanization Groups.

The charts on the following pages outline the predominant Tapestry segmentations in the three market areas. Their full profiles are included in Appendix B.

	Tapestry Segment	% of Households
PRIMARY TRADE AREA	ROOTED RURAL (10B)	26.1%
	RURAL BYPASSES (10E)	25.9%
	SOUTHERN SATELLITES (10A)	9.0%
	SALT OF THE EARTH (6B)	8.2%
	SMALL TOWN SINCERITY (12C)	7.5%
	MIDLIFE CONSTANTS (5E)	4.8%
	HEARTLAND COMMUNITIES (6F)	4.1%
	COMFORTABLE EMPTY NESTERS (5A)	3.9%
	MODEST INCOME HOMES (12D)	3.4%
	ECONOMIC BEDROCK (10C)	2.4%

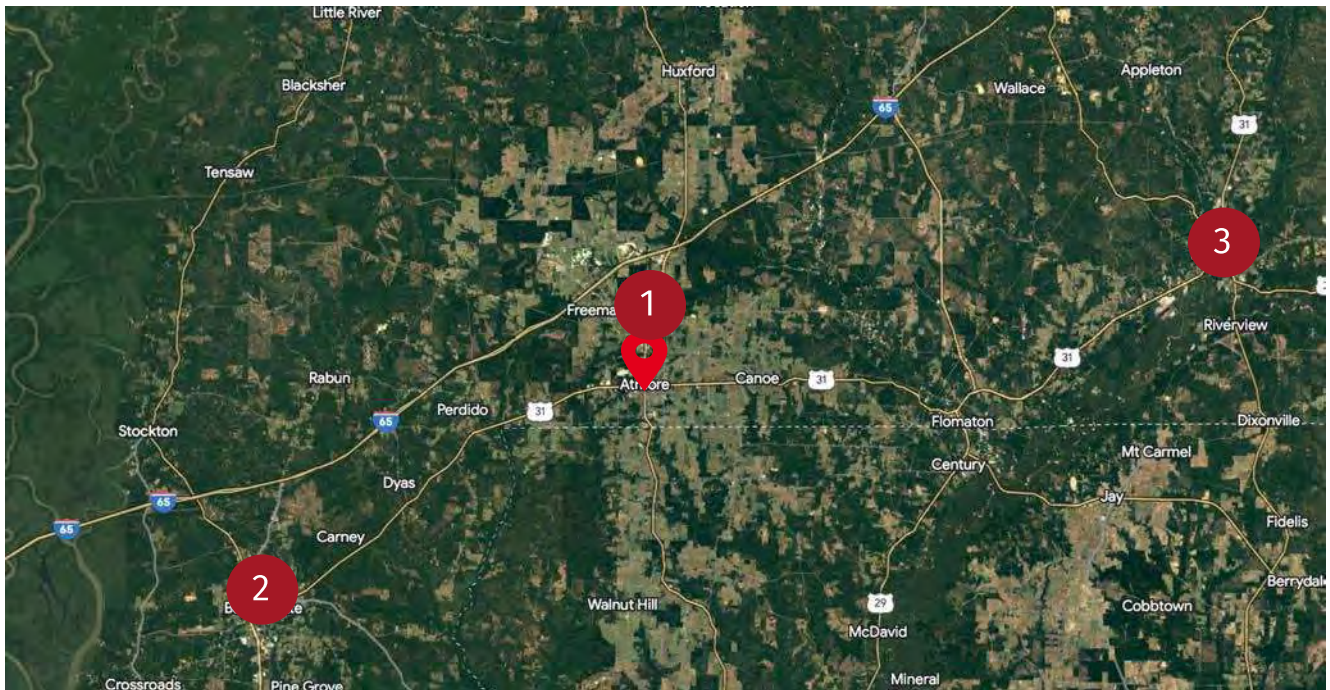
Segmentation	Socioeconomic Traits	Market Profile
<p>Rooted Rural (10B)</p> <p>Average Household Size: 2.48</p> <p>Median Age: 45.2</p> <p>Median Household Income: \$42,300</p>	<ul style="list-style-type: none"> • Shoppers use coupons frequently and buy generic goods. • Do-it-yourself mentality; grow their own produce and work on their cars and ATVs. • Pay bills in person and avoid using the internet for financial transactions. • Often find computers and cell phones too complicated and confusing. • Clothes a necessity, not a fashion statement; only buy new clothes when old clothes wear out. 	<ul style="list-style-type: none"> • They own a riding lawn mower, as well as a garden tiller, and have vegetable gardens. • More than half of the households have a high-speed internet connection. • They use a satellite dish to watch CMT, the History Channel, and GSN. • Pets are popular—dogs, cats, and birds. • Leisure activities include hunting and fishing. • They listen to faith-based radio, country, and gospel music. • Many are on Medicare and frequent the Walgreens pharmacy.
<p>Rural Bypasses (10E)</p> <p>Average Household Size: 2.55</p> <p>Median Age: 40.4</p> <p>Median Household Income: \$33,000</p>	<ul style="list-style-type: none"> • Almost 25% have not finished high school; 11% have a bachelor's degree or higher. • Labor force participation is low at 47%. • Income is primarily derived from wages and supplemented with Social Security and Supplemental Security Incomes. • Religion and faith are central in their lives. • They rely on television to stay informed. 	<ul style="list-style-type: none"> • Typical of their country lifestyle, Rural Bypasses residents prefer trucks over sedans. • To save money, households shop at discount department stores, such as Walmart, and warehouse clubs like Sam's Club. • Magazines are a popular source of news and entertainment, particularly fishing, hunting, and automotive types. • As satellite TV subscribers, they regularly watch sports programming as well as their favorite shows on CMT, Freeform, USA Network, and TV Land.
<p>Southern Satellites (10A)</p> <p>Average Household Size: 2.67</p> <p>Median Age: 40.3</p> <p>Median Household Income: \$47,800</p>	<ul style="list-style-type: none"> • Education: almost 40% have a high school diploma only (Index 140); 45% have college education (Index 73). • Labor force participation rate is 59.1%, slightly lower than the US. • These consumers are more concerned about cost rather than quality or brand loyalty. • They tend to be somewhat late in adapting to technology. • They obtain a disproportionate amount of their information from TV, compared to other media. 	<ul style="list-style-type: none"> • Usually own a truck; likely to service it themselves. • Frequent the convenience store, usually to fill up a vehicle with gas. • Typical household has a satellite dish. • Work on home improvement and remodeling projects. • Own a pet, commonly a dog. • Participate in fishing and hunting. • Read fishing and hunting and home service magazines. • Partial to eating at low-cost family restaurants and drive-ins. • Use Walmart for all their shopping needs .
<p>Salt of the Earth (6B)</p> <p>Average Household Size: 2.59</p> <p>Median Age: 44.1</p> <p>Median Household Income: \$56,300</p>	<ul style="list-style-type: none"> • Steady employment in construction, manufacturing, and related service industries. • Completed education: 40% with a high school diploma only. • Household income just over the national median, while net worth is nearly double the national median. • Spending time with family is their top priority. • Cost-conscious consumers, loyal to brands they like, with a focus on buying American. • Last to buy the latest and greatest products. • Try to eat healthy, tracking the nutrition and ingredients in the food they purchase. 	<ul style="list-style-type: none"> • Outdoor sports and activities, such as fishing, boating, hunting, and overnight camping trips, are popular. • To support their pastimes, truck ownership is high; many also own an ATV. • They own the equipment to maintain their lawns and tend to their vegetable gardens. • Residents often tackle home remodeling and improvement jobs themselves. • Due to their locale, they own satellite dishes and have access to high-speed internet connections like DSL. • These conservative consumers prefer to conduct their business in person rather than online. They use an agent to purchase insurance.

Segmentation	Socioeconomic Traits	Market Profile
<p>Small Town Sincerity (12C)</p> <p>Average Household Size: 2.26</p> <p>Median Age: 40.8</p> <p>Median Household Income: \$31,500</p>	<ul style="list-style-type: none"> • Education: 67% with high school diploma or some college. • Labor force participation lower at 52% (Index 83), which could result from lack of jobs or retirement. • Income from wages and salaries, Social Security or retirement, increased by Supplemental Security Income. • Price-conscious consumers that shop accordingly, with coupons at discount centers. • Connected, but not to the latest or greatest gadgets; keep their landlines. • Community-oriented residents; more conservative than middle of the road. • Rely on television or newspapers to stay informed. 	<ul style="list-style-type: none"> • Small Town Sincerity features a semirural lifestyle, complete with domestic trucks and SUVs, ATVs, and vegetable gardens. • Residents enjoy outdoor activities like hunting and fishing as well as watching NASCAR and college football and basketball on TV. • A large senior population visit doctors and health practitioners regularly. • A largely single population favors convenience over cooking—frozen meals and fast food. • Home improvement is not a priority, but vehicle maintenance is.
<p>Midlife Constants (5E)</p> <p>Average Household Size: 2.31</p> <p>Median Age: 47.0</p> <p>Median Household Income: \$53,200</p>	<ul style="list-style-type: none"> • Education: 67% with high school diploma or some college. • Labor force participation lower at 52% (Index 83), which could result from lack of jobs or retirement. • Income from wages and salaries, Social Security or retirement, increased by Supplemental Security Income. • Price-conscious consumers that shop accordingly, with coupons at discount centers. • Connected, but not to the latest or greatest gadgets; keep their landlines. • Community-oriented residents; more conservative than middle of the road. • Rely on television or newspapers to stay informed. 	<ul style="list-style-type: none"> • Small Town Sincerity features a semirural lifestyle, complete with domestic trucks and SUVs, ATVs, and vegetable gardens. • Residents enjoy outdoor activities like hunting and fishing as well as watching NASCAR and college football and basketball on TV. • A large senior population visit doctors and health practitioners regularly. • A largely single population favors convenience over cooking—frozen meals and fast food. • Home improvement is not a priority, but vehicle maintenance is.
<p>Heartland Communities (6F)</p> <p>Average Household Size: 2.39</p> <p>Median Age: 42.3</p> <p>Median Household Income: \$42,400</p>	<ul style="list-style-type: none"> • Retirees in this market depress the average labor force participation rate to less than 60%. More workers are white collar than blue collar; more skilled than unskilled. • The rural economy of this market provides employment in the manufacturing, construction, utilities, health-care, and agriculture industries. • These are budget-savvy consumers; they stick to brands they grew up with and know the price of goods they purchase. Buying American is important. • Daily life is busy but routine. Working on the weekends is not uncommon. • Residents trust TV and newspapers more than any other media. • Skeptical about their financial future, they stick to community banks and low-risk investments. 	<ul style="list-style-type: none"> • Traditional in their ways, residents of Heartland Communities choose to bank and pay their bills in person and purchase insurance from an agent. • Most have high-speed internet access at home or on their cell phone but aren't ready to go paperless. • Many residents have paid off their home mortgages but still hold auto loans and student loans. Interest checking accounts are common. • To support their local community, residents participate in public activities. • Home remodeling is not a priority, but homeowners do tackle necessary maintenance work on their cherished homes. They have invested in riding lawn mowers to maintain their larger yards. • They enjoy country music and watch CMT. • Motorcycling, hunting, and fishing are popular; walking is the main form of exercise. • To get around these semirural communities, residents prefer domestic trucks or SUVs.

Segmentation	Socioeconomic Traits	Market Profile
<p>Comfortable Empty Nesters (5A)</p> <p>Average Household Size: 2.52</p> <p>Median Age: 48.0</p> <p>Median Household Income: \$75,000</p>	<ul style="list-style-type: none"> • Education: 36% college graduates; nearly 68% with some college education. • Average labor force participation at 61%. • Most households' income from wages or salaries, but a third also draw income from investments and retirement. • Comfortable Empty Nesters residents physically and financially active. • Prefer eating at home instead of dining out. • Home maintenance a priority among these homeowners. 	<ul style="list-style-type: none"> • Residents enjoy listening to sports radio or watching sports on television. • Physically active, they play golf, ski, ride bicycles, and work out regularly. • Spending a lot of time online isn't a priority, so most own older home computers. • Financial portfolio includes stocks, certificates of deposit, mutual funds, and real estate.
<p>Modest Income Homes (12D)</p> <p>Average Household Size: 2.56</p> <p>Median Age: 37.0</p> <p>Median Household Income: \$23,900</p>	<ul style="list-style-type: none"> • Almost a quarter of adults aged 25 or more have no high school diploma. • Labor force participation is 50%. • Income is less than half of the US median income. • Consumers in this market consider traditional gender roles and religious faith very important. • This market lives for today, choosing to save only for a specific purpose. • Consumers favor TV as their media of choice and will purchase a product with a celebrity endorsement. 	<ul style="list-style-type: none"> • Consumers shop at warehouse clubs and low-cost retailers. • Unlikely to own a credit card, pay bills in person. • This market supports multigenerational families, often primary caregivers for elderly family members. • Listen to gospel and R&B music and prefer to watch BET.
<p>Economic BedRock (10C)</p> <p>Average Household Size: 2.54</p> <p>Median Age: 41.3</p> <p>Median Household Income: \$42,100</p>	<ul style="list-style-type: none"> • They hold strong religious beliefs. • Most residents did not go to college. • They are slow to adopt technology; "if it's not broken, don't fix it," mentality. • TV is the main source of information, news, and entertainment. • They make purchases for today because tomorrow is uncertain. • They are happy to go to work whenever the opportunity presents itself. • Budgeted vacations are taken within the US, not abroad. 	<ul style="list-style-type: none"> • Own a domestic truck, dog, and ATV. • Watch a lot of TV, including programs on CMT and the Discovery Channel. • A few still hanging onto their landlines (no cell phones). • Dine at Dairy Queen, Pizza Hut, Sonic Drive-in, and Golden Corral. • Hunting, yard work, and gardening popular activities. • Shop at department and discount stores—mostly dollar stores. • Many are well-insured, from auto, vision, life, and prescription plans to Medicare. For convenience, they pick up prescriptions at the closest Walgreens pharmacy.

Competing Areas

Main Street Atmore shares a primary trade area with a growing retail presence at the interchange as well several smaller areas. However, Atmore’s largest competition is in the secondary trade area with Bay Minette to the west down US-32 and Brewton to the east, also along US-32.



1) Atmore Interchange 2) Bay Minette 3) Brewton

BROKER PROFILE



"TRUSTED BY GENERATIONS"

OUR PHILOSOPHY

Our philosophy is simple: clients come first. We have proven results with an average of 40+ million in sales each year and listings in over 13 counties. That is why our team of highly seasoned real estate professionals are dedicated to providing exceptional, personalized service for all of our clients. We take pride in the relationships we build, and always work relentlessly on our client's behalf to help them achieve their real estate goals. Always dedicated to assisting their customers with a professional demeanor, our agents are empowered with a sense of shared purpose based around our core values.

OVER 50 YEARS OF EXPERTISE

Representing South Alabama and Northwest Florida buyers and sellers, PHD Realty specializes in Residential, Land and Commercial properties. With over 50 years of combined expertise, you will experience a concierge level of service that makes your real estate transaction stress free and successful. We take pride in the relationships we build. That's why we pledge to quickly and consistently communicate with our clients throughout the entire process. As a transaction brokerage, we always work relentlessly to fairly represent each client to help them achieve their real estate goals.

OUR GUARANTEE

We are here to go to work for you! We never take our customers' trust for granted, whether you're listing a two-bedroom cottage, a luxurious mansion or acreage for farming or development. As one of the top selling brokerages in the area, you can trust PHD Realty will use all avenues to market your property, identify qualified buyers, and sell your property quickly, professionally, and profitably.

Testimonials

"Your teams' persistence and perseverance has been greatly appreciated. We are very appreciative of all your efforts. Please accept our sincere thanks for your truly southern (business) hospitality! Wishing you continued success and happiness.

Thanks again,"

-Jay and Brenda Grant

"Our family is so very thankful for Patty! She helped us with the purchase of our home last year and the sale of our commercial property this year. Patty is helpful throughout the entire process. We highly recommend PHD Realty!"

- Cyndi Keenan

