

10,000 SF Warehouse With 5 Acres For Sale

1808 S Main St., Atmore, AL 36502



Listing ID: 30849117
 Status: Active
 Property Type: Industrial For Sale
 (also listed as Special Purpose)
 Industrial Type: Flex Space, Manufacturing
 Size: 10,000 SF
 Sale Price: \$675,000
 Unit Price: \$67.50 PSF
 Sale Terms: Cash to Seller, Other
 Loading: 6 Doors
 Ceiling: 20 ft. / 18 ft. Clear
 Office SF: 648 SF
 Drive-In Bays: 6 Bays



Overview/Comments

Alabama/Florida Line - IMMEDIATE \$5,000/MONTH INCOME 8/14/23 - 8/15/24!! This 10,000 sq.ft. shop on 5 acres is great for business, storage, and a location with potential railroad access...5,000 sq.ft. is currently being rented with an initial 1 yr lease term. With immediate income, this is an exceptional opportunity for your business in Atmore, AL. In August 2023, a temporary wall was installed to divide the building for leasing. The exterior and roof metal construction offers durability and low maintenance. This property is specifically designed to cater to your operational needs, with (5) roll-up doors 12 feet wide x 16 High and (1) 24 feet wide x 16 feet High, sized to accommodate even the largest farming, trucking, or sawmill equipment. Plus, there is a convenient 648 sq.ft. office space to efficiently manage your business operations. The roof is 2 on 12 Metal Roof.

Zoned as B-2 General Business, this property provides endless possibilities for a wide range of commercial, retail, hospitality, or multi-family endeavors. See Documents for 2023 Atmore Geofence Report & the Main Street Atmore Redevelopment Plan, along with other information about the area and growth.

As the largest city in Escambia County, Atmore is a town dedicated to growth and redevelopment. Recently, more than \$90 million in capital investment projects have been brought to this growing city. About 48+/- New Businesses have joined this growing community. Atmore has welcomed Grizzly Pizza & Wings, Jack's family restaurant, and Starbucks as well as Coastal Growers' \$84 Million peanut shelling plant that brought 100+ jobs, the new headquarters for West Escambia Utilities, the Atmore senior living village on McRae St., and a new \$5 million urgent care clinic facility that is the first step in building a new medical-care community near Interstate 65. The Poarch Creek Band of Indians are also expected to open their new \$15 million state-of-the-art meat processing facility in Spring 2024. This facility will have the capacity to process up to 125 cattle per week and will bring more full-time jobs to the area. The scene of Downtown Atmore is changing with the revitalization of the Strand Theatre and Old Atmore Hardware Store, the beautification from the Atmore Art Walk project, and the excitement of new businesses continuing to open. Atmore is perfectly positioned to be an attractive area for businesses while still retaining its warm, family charm.

More Information Online

<https://www.gulfcoastcmls.com//listing/30849117>

QR Code

Scan this image with your mobile device:



Don't miss out on this exceptional opportunity to position yourself for a profitable future and secure a highly versatile property in Atmore, Alabama. Explore the potential for unprecedented growth and success in this investment destination. Use GPS ADDRESS: 1812 S Main St. Property is located just behind the real estate office.

General Information

Taxing Authority:	Escambia County, AL	Building Name:	GDB RE, Inc
Tax ID/APN:	30 26 09 32 3 003 005.005	Gross Building Area:	10,000 SF
Industrial Type:	Flex Space, Manufacturing, Mixed Use, Light Industrial, Truck Terminal, Warehouse/ Distribution, Other	Building/Unit Size (RSF):	10,000 SF
Zoning:	B-2 GENERAL BUSINESS	Usable Size (USF):	10,000 SF
Property Use Type:	Vacant/Owner-User	Land Area:	5 Acres
		Sale Terms:	Cash to Seller, Other

Area & Location

Property Located Between:	David's Catfish House and Johnson Ford	Rail Access:	Yes
Highway Access:	Highway 21, Highway 97, Highway 31 appx. 2 mi., and I-65 appx. 8 mi.	Airports:	Atmore Municipal Airport, Mobile Regional Airport and Pensacola International Airport

Site Description 7 miles from Windcreek Casino and Hotel. Located just off major Highway 21 with good visibility. Building is in good condition on 5 acre lot. Lot size: 203x1071

Area Description See Documents for 2023 Atmore Geofence Report & the Main Street Atmore Redevelopment Plan, along with other information about the area. The largest city in Escambia County, this is a town dedicated to growth and redevelopment. A wholesale buy-in into downtown from the community and investors has spurred on growth, some of which has yet to be seen from the investors' purchases. All shops in the downtown area are either sold for rentals, owned and operated by the seller, or rented to a tenant. Atmore presently is in upwards of a \$4.2 Million re-vitalization process with growth in the downtown area and surrounding areas. Included in that number are the restoration of the Strande Theatre and former Atmore Hardware Store; 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. 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. Atmore was also 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!

Building Related

Tenancy:	Single Tenant	Column Spacing:	25' bays; 1 row interior support
Total Number of Buildings:	1	Loading Doors:	6
Number of Stories:	1	Loading Docks:	0
Typical SF / Floor:	10,000 SF	Drive-In Bays:	6
Office Space SF:	648 SF	Passenger Elevators:	0
Property Condition:	Good	Freight Elevators:	0
Year Built:	1996	Sprinklers:	None
Roof Type:	Other	Amps:	800
Construction/Siding:	Metal Siding	Volts:	440
Exterior Description:	Metal siding and roof. 5 Acres of land. Space to store equipment.	X-Phase:	3
Parking Type:	Surface	Heat Source:	Other
Parking Description:	Gravel Parking area on side of the building near office entrance.	Air Conditioning:	Window Unit
Ceiling Height:	20	Lighting:	Fluorescent, Halogen
Clear Height:	18	Internet Access:	Fiber Optic
Eave Height:	18	Interior Description:	Office space with window A/C. The Seller installed a temporary wall to divide the building for leasing.

Land Related

Lot Frontage:	255	Water Service:	Municipal
Lot Depth:	1054	Sewer Type:	Septic

Easements: Electric Lines, Ingress/Egress, Utilities
Easements Description: Dirt easement comes off of David's Catfish entrance.
Land Ownership: Fee Simple

Zoning Description B-2 General Business District. This district is intended to provide opportunity for activities causing noise and heavy traffic, not considered compatible in the more restrictive business district. These uses also serve a regional as well as a local market and require location in proximity to major transportation routes. Recreational vehicle parks, very light production and processing activities are included.

Legal Description BEG 109.01' W & 531.29' S OF INT N LINE OF SW1/4 OF S32-T1N-R6E & W R/W US HWY 21; TH S 203.29'; W 1071.37'; N 203.89'; E 1071.37' TO POB. CNTG 5 AC(C)

Location

Address: 1808 S Main St., Atmore, AL 36502
County: Escambia
MSA: Mobile



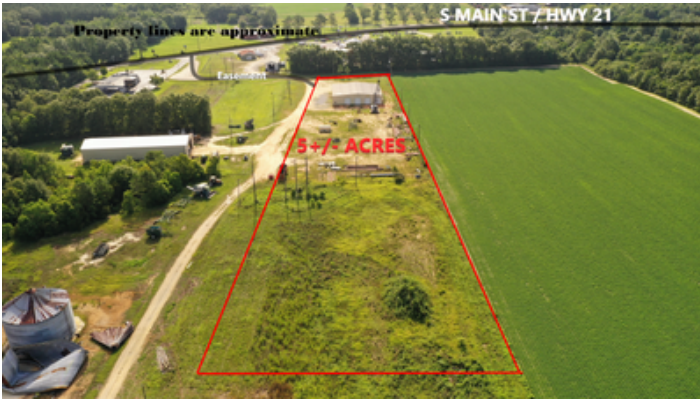
Property Images



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DJI_0990



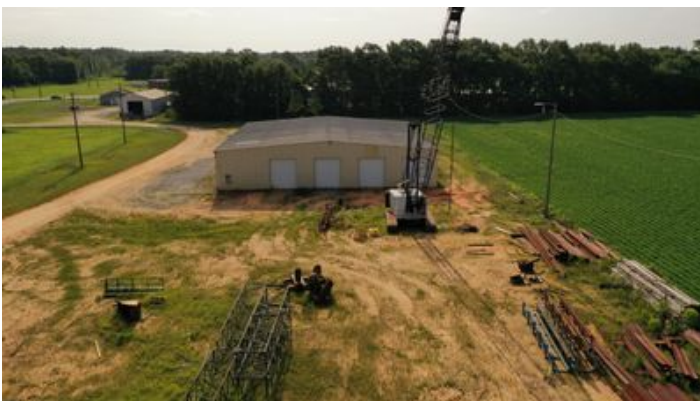
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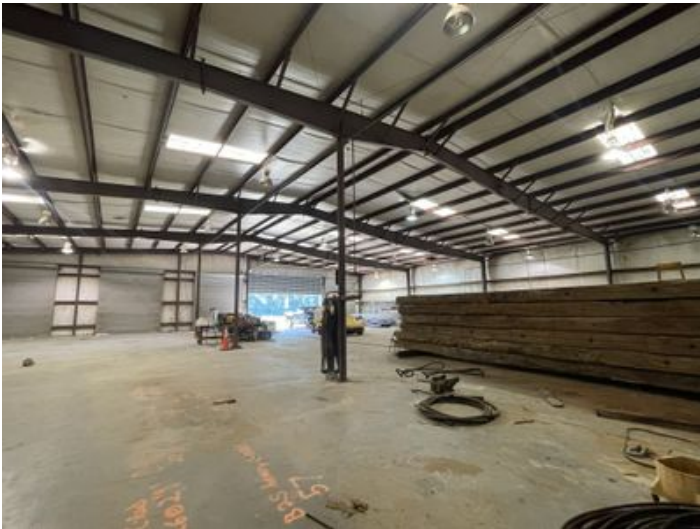
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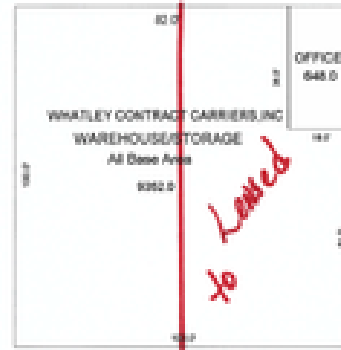


Aerial



Plat

Escambia County Alabama Sketch
Escambia County Alabama - 2023 - Building Sketch - Parcel:2689323003005005 -
Pin:000744
Plot: 0000



Building Sketch

Property Contacts



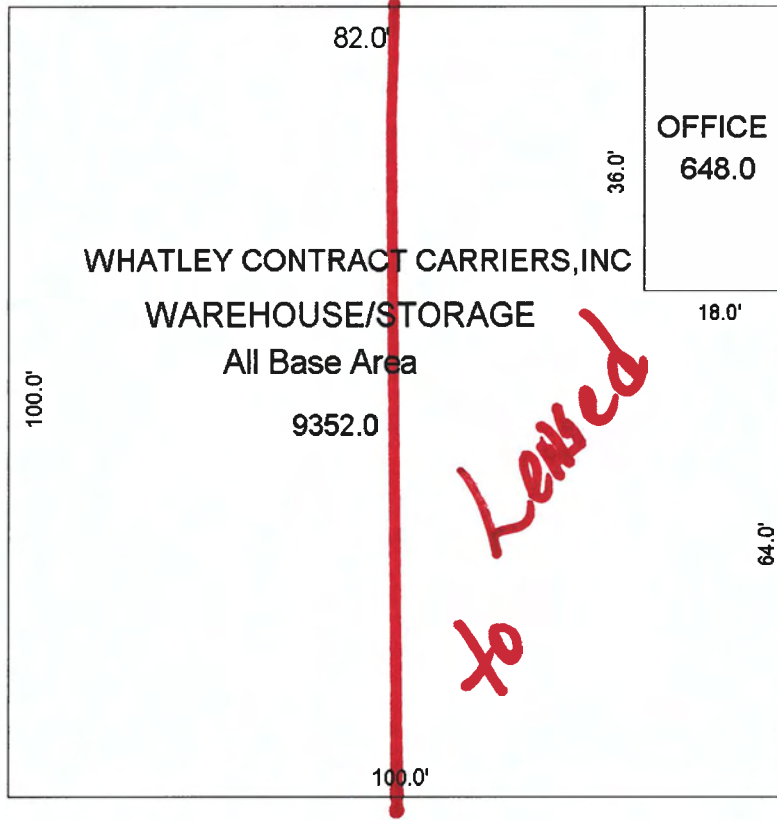
Patty Helton-Davis

PHD Realty, LLC.
251-294-2057 [M]
251-294-2057 [O]
patty@phdrealty.com

Escambia County Alabama · 2022 · Building Sketch · Parcel:2609323003005005 ·

Pin:005744

Print [Close](#)



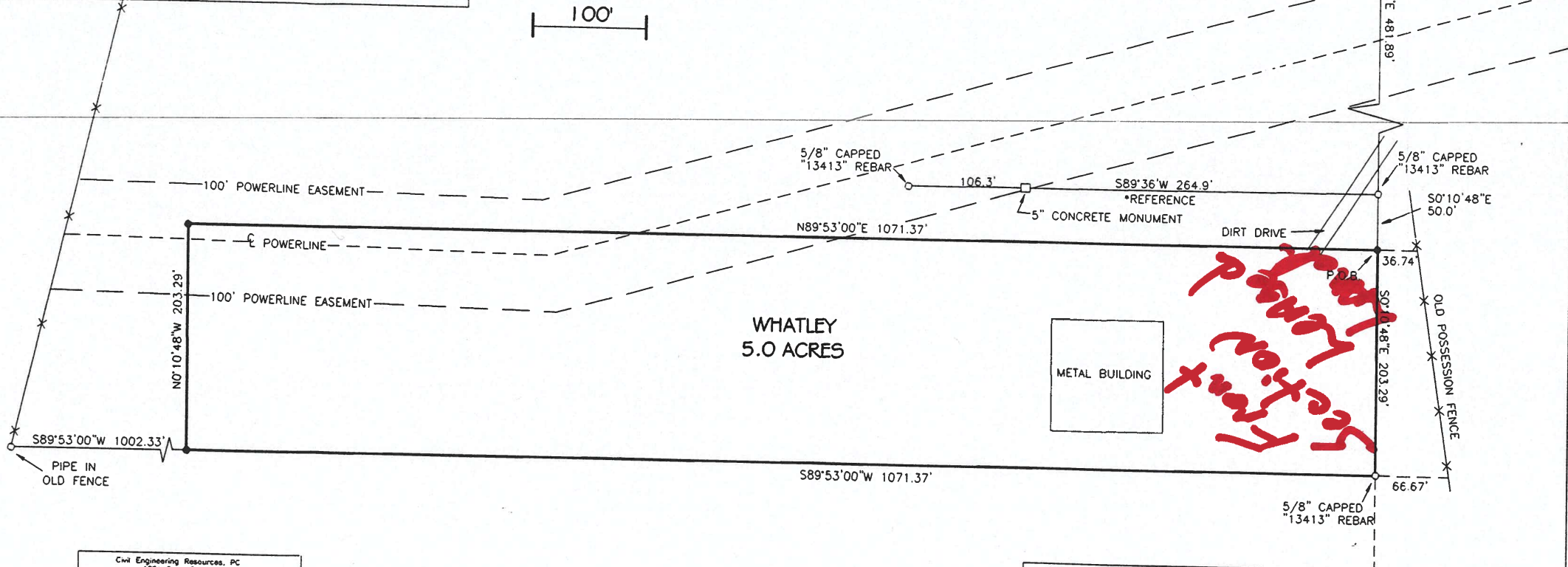
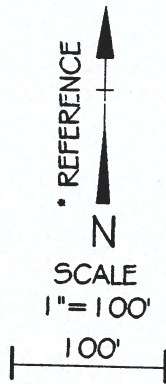
Sketch by Apex IV™

Sketch 00574401.jpg



NOTES

- All bearings shown hereon are relative to the bearing between a 5" concrete monument and a 5/8" capped rebar rotated to match a plat by Jarrod Cooper dated 11-27-96.
- Corner monuments shown as set iron pins are 5/8" reinforcing bars with a durable plastic cap stamped "CA-0546-LS".
- Only Select Fixed Interior Improvements shown hereon.
- This survey was prepared for the client shown and is not to be used for any other purpose without prior approval from this surveyor.
- No instruments of record reflecting easements, right of ways, and/or ownership were furnished this surveyor, except as shown or noted.
- No underground installations or improvements have been located, except as shown or noted.
- This survey was prepared without the benefit of an abstract of title or a title search unless stated hereon. No liability is assumed by the undersigned for loss relating to any matter that might be discovered by an abstract, title search, or legal judgement rendered on the property.
- Liability of the undersigned for the survey shown shall not exceed the amount paid for this survey.



Section 32 Front Lot

PLAT OF A BOUNDARY LINE SURVEY PREPARED FOR

JOE WHATLEY
ESCAMBIA COUNTY, AL

DWG. NO.	SURVEY DATE	SCALE
04-02-09	3-01-04	1"=100'

- DRAWN BY: DL
- LEGEND AND SYMBOLS
- SET IRON PIN
 - FOUND IRON PIN
 - △ PIN NOT SET
 - P.O.B. POINT OF BEGINNING
 - ~ NOT TO SCALE
 - FENCE
 - CONCRETE MONUMENT

Civil Engineering Resources, PC
102A Clark Street
Grove Hill, AL 36651

Carol W. Jackson, PE/PLS
Phone (251) 275-2940
Fax (251) 275-2941
EMAIL: cengineer@resources@idsa.net

Carol W. Jackson

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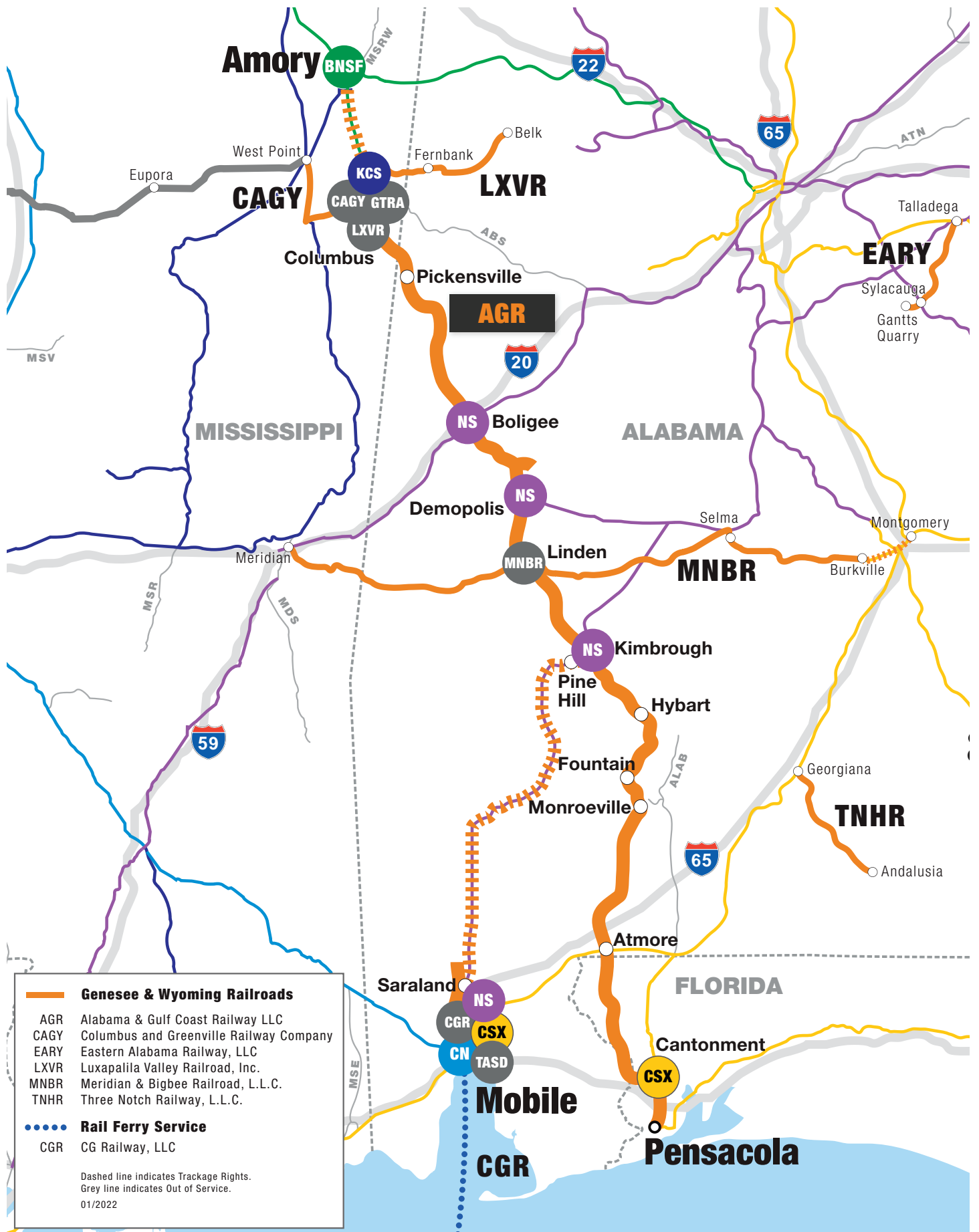
CERTIFICATION

I, Carol Jackson, a licensed land surveyor in the State of Alabama, do hereby certify the foregoing to be a true plat or map of a survey performed by me or under my supervision, containing the acreage and being situate as both shown and stated herein. I further certify that all parts of this survey and drawing have been completed in accordance with the current requirements of the Standards of Practice for Surveying in the State of Alabama, to the best of my knowledge, information, and belief.

DESCRIPTION AS SURVEYED

COMMENCE AT A POINT WHERE THE NORTH LINE OF THE S1/2 OF THE SW1/4 OF SEC. 32, T1N, R6E, INTERSECTS THE WESTERLY R.O.W. OF STATE HWY. 21; THENCE WEST ALONG SAID NORTH LINE A DISTANCE OF 109.01 FEET MORE OR LESS TO A POINT ON SAID LINE; THENCE SOUTH A DISTANCE OF 531.89 FEET TO A SET 5/8" CAPPED REBAR AND THE TRUE POINT OF BEGINNING; THENCE S0'10'48"E A DISTANCE OF 203.29 FEET TO A FOUND 5/8" CAPPED REBAR; THENCE S89°53'00"W A DISTANCE OF 1071.37 FEET TO A SET 5/8" CAPPED REBAR; THENCE N0'10'48"W A DISTANCE OF 203.29 FEET TO A SET 5/8" CAPPED REBAR; THENCE N89°53'00"E A DISTANCE OF 1071.37 FEET TO THE POINT OF BEGINNING, SAID PARCEL CONTAINING 5.0 ACRES AND BEING SITUATED IN THE S1/2 OF THE SW1/4 OF SEC. 32, T1N, R6E, ESCAMBIA COUNTY, AL.

CIVIL ENGINEERING RESOURCES



SHOVELING SOME DIRT



Poarch Creek Indian officials, state officials, Escambia County commissioners and Perdido River Farms employees break ground on the new meat-processing facility May 25.

ANDREW GARNER/ATMORE ADVANCE

PRF holds groundbreaking ceremony May 25

By Andrew Garner
andrew.garner@atmoreadvance.com

Next spring, the sun will be shining down on the new Perdido River Farms (PRF) Meat Processing Facility beside Creek Travel Plaza in Atmore.

A groundbreaking ceremony was held May 25 near the site of what will soon be a \$15 million state-of-the-art facility.

"I've seen where we've went

from a small scale to where we are today," Perdido River Farms General Manager John English said. "This project is more than a year in the making."

Once built, the facility will be approximately 23,000 square feet with a retail storefront dedicated to consumer and wholesale customers. Upon opening, the facility will begin harvesting around 50 cattle per week, and will increase with demand, up to 125 per week, according to officials.

The processing facility will initially focus on cattle, but eventually have the potential to handle hogs, and is expected to have 15 fulltime new positions.

Local and state dignitaries were also present for the groundbreaking, along with the Tribal Princesses and the Pow Wow Club.

Agriculture Commissioner Rick Pate said this new facility will keep

VFW, AL honor the fallen

By Andrew Garner
andrew.garner@atmoreadvance.com

"Today is Memorial Day, a day of tribute. None of us would be here in this crowd today if not for the willing sacrifice of these brave souls."

That's what K Speaker Ret. C Warrant Officer Turberville said to a good crowd gathered for Memorial Day today at the Monument in

The Veterans of Foreign Wars Post 90 presented the American Legion Post 90 presentation service.

Turberville, an Atmore native who graduated from Escambia County High School in 1979.

According to Advance records, Turberville was awarded the Action Badge, Army Aviator, Air Assault, Legion of Merit, Star, Meritorious Service Medal, and Army Commendation Medal.

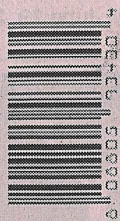
See PRF, page 5A

Boyz II Men to perform in July

to the Advance
andrew.garner@atmoreadvance.com

my award-winning & B group, Boyz II Men will take the stage at the Creek Casino & Entertainment Center (WCA) on the new theater stage on Friday, July 22, 2023. Tickets are available for purchase at www.wcaaster.com.

BOYZ, page 5A



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, Daphne 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 dealt 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."

ATMORE IS AN EXCITING PLACE TO BE!



Click [HERE](#) to read the full article.



News Photos by Ditto Gorme

By **DON FLETCHER**
News Staff Writer

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. Café 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 Ridgeley 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.

INDUSTRY OVERVIEW -- 5.7 MI RADIUS [CLICK HERE](#) FOR MORE INDUSTRY INFORMATION*

INDUSTRY	PERCENT OF TOTAL NO. OF EMPLOYEES (1,381)	AVERAGE ANNUAL PAY
Manufacturing	16%	\$54,680
Public Administration	13%	\$45,031
Retail Trade	12.5%	\$28,177
Health Care & Social Assistance	9.6%	\$40,832
Accommodation & Food Services	9%	\$14,519
Educational Services	6.5%	\$36,528
Construction	3.5%	\$42,533
Finance & Insurance	3.3%	\$47,879
Administrative, Support, Waste Management & Remediation	2.8%	\$29,651
Transportation & Warehousing	2.2%	\$52,868
Wholesale Trade	2.1%	\$49,599
Mining, Quarrying & Oil and Gas	1.7%	\$61,940
Other Services, Except Public Administration	1.4%	\$25,465
Utilities	0.65%	\$75,546
Real Estate & Rental and Leasing	0.58%	\$24,520

*Disclaimer: While we believe this information (via Insyteful) to be reliable, we have not checked its accuracy and make no guarantee as to its validity. By using the information provided on this page, the user acknowledges that the data may contain errors or other nonconformities. You and/or your client should diligently and independently verify the specifics of the information that you are using.

ABOUT 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. Atmore has a city population of over 10,000 residents. The city is in the planning stages to increase its economic base with additions in its new Rivercane development along the I-65 corridor. Atmore has completed the requirements to be recognized as an Alabama Community of Excellence at the upcoming Alabama League of Municipalities Convention.

City officials are also working with the Alabama Historical Commission to have the downtown district listed on the National Register of Historic Places. The only federally recognized tribe of Native Americans in Alabama, the Poarch Band of Creek Indians, are headquartered in Atmore and operates three gaming casinos and a hotel on their reservation. 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.



5.1. Establishment of districts.

In order to regulate and restrict the height, number of stories and size of buildings or structures, the percentage of lots that may be occupied, the size of yards, courts and other open spaces, the density of population and the location and use of buildings, structures, and land use. The City of Atmore shall establish zoning use districts based on the following use classifications or variations thereof:

- 5.11 *R-1, Low Density Residential District.* This district is provided to afford the opportunity for the choice of a low density residential environment consisting of single-family homes on large lots.
- 5.12 *R-2, Medium Density Residential District.* The purpose of this district is to provide for medium density residential developments in single-family and duplex structures on medium sized lots.
- 5.13 *R-3, High Density Residential District.* The intent of this district is to provide the opportunity for high density, single-family, duplex and multi family residential development, including mobile homes meeting lot size requirements.
- 5.14 *B-1 Local Business District.* This district is intended to provide for limited retail convenience goods and personal service establishments in residential neighborhoods and to encourage the concentration of these uses in one location for each residential neighborhood rather than in scattered sites occupied by individual shops throughout a neighborhood.
- 5.15 *B-2 General Business District.* This district is intended to provide opportunity for activities causing noise and heavy traffic, not considered compatible in the more restrictive business district. These uses also serve a regional as well as a local market and require location in proximity to major transportation routes. Recreational vehicle parks, very light production and processing activities are included.
- 5.16 *M-1 Light Industrial District.* The purpose of this Light Industrial District is to provide a suitable protected environment for manufacturing, research and wholesale establishments which are clean, quiet and free of hazardous or objectionable emissions, and generate little industrial traffic. Locations should be in accordance with the City's Comprehensive Plan.
- 5.17 *M-2 General Industrial District.* The purpose of this General Industrial District is to provide a suitable environment for manufacturing activities. These districts are located for convenient access from existing and future arterial thoroughfares, highways and railway lines, and are in many instances separated from residential areas by business or light industrial areas or by natural barriers; where they are adjacent to residential areas, some type of artificial separation may be required. The district regulations are designed to permit the development of the district for almost any industrial uses, subject to the minimum regulations necessary for the mutual protection of the uses.
- 5.18 *DBD Downtown Business District.* The purpose of this district is to establish uses compatible with a vibrant commercial and retail center and a downtown area suitable for restaurants and family friendly entertainment. Uses which are not compatible with this purpose are restricted to other areas of the city.

(Ord. No. 02-2006, 4-24-2006; Ord. No. 05-2007, § 2, 10-22-2007; Ord. No. 02-2014, § 1, 4-21-2014)

6.1. General.

The following limitations and requirements are placed on uses in each district established under the authority of this ordinance, in accordance with the intent of the ordinance.

Any use requiring a building permit is subject to review and permit approval by the building official.

Any special exception is subject to approval of the Board of Adjustment. Each application to the Board of Adjustment for approval of a use permitted by special exception shall be accompanied by a site plan prepared by the applicant or his agent.

In any case where a requested use is not specifically listed in the Table of Permitted Uses section of this ordinance, its status shall be determined by the Board of Adjustment by reference to the most clearly analogous use or uses that are specifically referred to in the Table of Permitted Uses. When the status of a use has been so determined by the Board of Adjustment, such determination shall thereafter have general application to all uses of the same type.

In general, any higher use may be permitted as a Special Exception in a lower use district, but no lower use shall be permitted in a higher use district, except as otherwise noted in the Table of Permitted Uses or where such use exists at the time of enactment of this ordinance, in which case it is subject to the requirements of the Nonconformance section of this ordinance.

Every use in any district, except in the M-1 and M-2 districts, shall be conducted entirely within a completely enclosed structure unless expressly exempted from enclosure requirements in this ordinance by Special Exception or as may be otherwise allowed by this ordinance.

It shall be the responsibility of the owner/developer to show (prove) compliance with the requirements of this ordinance.

(Ord. No. 02-2014, § 2, 4-21-2014)

6.2. Permitted uses and conditions.

Permitted uses are listed in the permitted use table of this article.

6.21 *Uses by right.* Uses in the tables identified by (R) are permitted by right, subject to the conditions specified in the tables or elsewhere in this ordinance.

6.22 *Special exceptions—conditional uses.* Uses in the tables identified by (S) require approval by the board of adjustment pursuant to Code of Alabama § 11-52-80. These uses are generally compatible within a designated district but because of their nature must be reviewed and approved before a building permit is issued.

6.23 *Variances.* Variances from the terms of the Zoning Ordinance may be granted by the board of adjustment in conformity with Code of Alabama § 11-52-80.

6.24 *Compliance with district requirements.* Except for approved variances and special exceptions, any use must comply with the requirements of the district in which it is located unless approved under the Planned Unit Development (PUD) provisions of the Subdivision Ordinance.

6.241 Other provisions of this ordinance notwithstanding, any tracts of farmland under cultivation or pastureland and timberland presently being used for such purposes may continue to be used for such purposes regardless of the zoning district in which they may be located.

6.242 Undeveloped land or land used for agricultural purposes or timber growing shall automatically be rezoned for single-family use.

6.25 *Uses prohibited.* Where any use or analogous use has blank spaces under any zones listed in the headings of the tables of permitted uses, such use is specifically prohibited in such zones.

6.26 *Group homes.* Any provision of this ordinance notwithstanding, the provisions of Code of Alabama § 11-52-75.1 shall apply to any application for a group home. Any provision of this ordinance notwithstanding, any federal law or regulation regulating or permitting a group home shall apply to any application for a group home.

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(Supp. No. 7) **Please contact the local zoning department for all zoning information.**

6.2 Table of Permitted Uses and Conditions								
	Use Districts							
	R-1	R-2	R-3	B-1	B-2	M-1	M-2	DBD
Air conditioning sales and service.				R	R	R	R	R
Airport and/or crop dusting-spraying service; need not be enclosed within a structure.				S	S	S	S	
Ambulance/EMS service.				R	R	R	R	S
Amusement and recreation services: Must be so arranged that noise, vibration, lights, and all other possible disturbing aspects are enclosed, screened or otherwise controlled so that operation of the establishment will not unduly interfere with the use and enjoyment of properties in the surrounding area:								
Amusement park				R	R	R	R	
Amusement arcade, kiddie land				R	R	S	S	R
Archery range				S	S	S	S	S
Baseball batting cage				S	R	S	S	S
Billiard or pool hall					S	S	S	
Bowling alley				S	R	S	S	S
Fairgrounds, circus or carnival				R	R	R	R	
Golf course	S			R	R	R	R	
Golf course, miniature				R	R	R	R	
Golf driving range				R	R	R	R	
Pistol or rifle range								
Racquetball or tennis courts, indoor				R	R	R	R	
Skating rink, indoor				R	R	R	R	
Tennis courts, outdoor: need not be enclosed within a structure.				R	R	R	R	
Animal clinic/kennels for small animals when used as an accessory use to an approved principal use.				R	R	R	R	
Animal raising, small animal breeding; need not be enclosed within a structure.				S	S	S	S	
Antique store, not including repairing and refinishing.				R	R	R	R	R
Apparel and accessory store.				R	R	R	R	R
Appliance store.				R	R	R		R

B-2

Apothecary, limited to the sale of pharmaceuticals and medical supplies.				R	R	R	R	R
Art gallery or museum.	S	S	S	R	R	R	R	R
Art supplies.				R	R	R		R
Asphalt products manufacture.						R	R	
Auditoriums (large), stadiums, coliseums, and other such places of public assembly with occupancy load of 50 or more persons.				S	R	S	S	R
Auditoriums (small), for public assembly with occupancy load of less than 50 persons.				R	R	S	S	R
Automobile laundry, where the primary function is washing automobiles, but not including trucks or trailers; operations shall be conducted only within a completely enclosed structure, and all wastes shall be discharged directly into the sewer.				R	R	R	R	
Automobile manufacture.					S	R	R	
Automobile parts sales, except used parts.				R	R	R	R	R
Automobile storage, including parking lots; need not be enclosed within a structure.				S	S	S	S	S
Automobile, travel trailer, camper, farm equipment and implements and mobile home sales (new and used); need not be enclosed within a structure, but any mechanical or body repair must be done entirely within a structure which shall not have any opening facing the residential district other than a stationary window within 100 feet of residential district.					R	R	R	
Automobile and truck laundry, including steam laundry.				R	R	R	R	
Automobile and truck repair garage, mechanical and body; must be conducted in a structure which shall not have any opening facing the residential district other than a stationary window within 100 feet of residential district, and which shall not store or otherwise maintain any parts or waste materials outside such structures.				R	R	R	R	S
Automobile and truck sales and service; but not including commercial wrecking, dismantling, or auto salvage yard; need not be enclosed within a structure provided the unenclosed part shall				R	R	R	R	R

comply with the requirements for maintenance of off-street parking facilities.								
Automobile and truck service station including minor repair, subject to the requirements listed under special provisions, where the primary function is retail sale of gasoline, oil, grease, tires, batteries and accessories and where services are limited to installation of the items sold, washing, polishing, tire changing, greasing and minor repairs, but not including commercial wrecking, dismantling or auto salvage yard, major mechanical overhauling or body work; fuel pumps need not be enclosed within a structure.				R	R	R	R	R
Bait store or sales (live bait); need not be enclosed within a structure.				R	R			
Bakery, retail.				R	R	R	R	R
Bakery, wholesale.				R	R	R	R	
Bank, including drive up window.				R	R	R	R	R
Barber shop or beauty parlor.				R	R	R	R	R
Barber and beauty supplies and equipment sales.				R	R	R	R	R
Bed and breakfast. Owners must reside in dwelling. Dwelling may not have more than six guest bedrooms.			S	S	S			
Bicycle, lawnmower sales, service and repair.				R	R			R
Bird and wildlife sanctuary.	S	S	S	S	S	S	S	
Blueprinting and photostating shop.				R	R	R	R	R
Boat construction and storage, major; need not be enclosed within a structure but adequately screened from view.					R	R	R	
Boat sales, service and repair including accessories.				S	R	R	R	R
Boat storage, service and repair, minor. May include dry storage in an enclosed structure.					R	R	R	
Book store.				R	R	R	R	R
Bottling works.						R	R	
Building materials supply, provided that major storage areas are screened from view and that any machine operations are conducted entirely within an enclosed structure with no opening other than a stationary window within 100 feet of a residential district.				R	R	R	R	

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Bus and railroad terminal facilities.				R	R	S	S	S
Business machines sales and service.				R	R	R	R	R
Business school or college.				R	R	R	R	
Butane and other liquefied petroleum gas products sales; need not be enclosed within a structure.				R	R	R	R	
Cabinet or carpenter shop.				R	R	R	R	
Cafe, grill, lunch counter and restaurant but not including night club, bar, tavern and drive in restaurant.				R	R	R	R	R
Camera and photographic supply store.				R	R	R	R	R
Candy, nut and confectionery store.				R	R	R		R
Canvas products manufacture.				R	R	R	R	
Carting, express, crating, hauling, storage.						R	R	
Catering shop or service.					R	R	R	R
Cemetery, subject to requirements of the special provisions.	S	S	S	S	S	S	S	
Chemical manufacture or processing (heavy, industrial).						S	S	
Churches and related accessory buildings.	S	S	S	R	R	R	R	R
City hall, police station, fire stations, courthouse, federal office building and similar public building.	S	S	S	S	S	S	S	S
Clay and clay products manufacture; need not be enclosed within a structure.					S	R	R	
Clinic, dental, medical or psychiatric for humans.				R	R	R	R	R
Clothing manufacture.						R	R	
Club or lodge, fraternal, civic, charitable or similar organization, public or private, but not including any such club, lodge or organization, the chief activity of which is a service or product customarily carried on as a business but not including an organization which sells alcoholic beverages for off-premises consumption or which allows alcohol to be brought in for on-premises consumption and charges individual admission fees for events held on the premises.	S	S	S	R	R	R	R	S
Club, county club, golf, swimming or tennis club or the like, privately owned and operated community club or association, athletic field, park. Recreation area, and similar uses of a recreational nature,		S	S		S	R	R	

provided that no building for such purposes is located within 100 feet of any property line.								
Cold storage plant.						R	R	
College or university provided that they are located on a lot fronting on an arterial street or road and that no building is located within 100 feet of any property line.	S	S	S	S	S	S	S	
College sorority or fraternity house.			S	S	S	S		
Commercial agriculture and farming operations, including horticulture, plant nurseries, and orchards.	S	S	S	R	R	R	R	
Concrete and concrete products manufacture; need not be enclosed within a structure.					S	R	R	
Contractor's storage yard for vehicles, equipment, materials and supplies, need not be enclosed within a structure, but must be enclosed within a solid fence to screen view; chain link or similar open fence may be permitted if a screen planting adequate to obstruct the view is provided.				R	R	R	R	
Convenience store (neighborhood).				R	R	R	R	
Dairy equipment sales.				R	R	R	R	
Dairy product sales.				R	R	R	R	
Delicatessen.				R	R	R	R	R
Department store.				R	R	R	R	R
Drive in restaurant.				R	R	R	R	R
Drug store.				R	R	R	R	R
Dry cleaning shop, including self service.				R	R	R	R	R
Dry goods or fabric store.				R	R	R	R	R
Dwelling, single family.	R	R	R	R	R	R	R	R
Dwelling, two family.		R	R	R	S	S		
Dwelling, multi family.			R	R	R	R		
Electric power generating plant.					S	S	S	
Electric power substation; need not be enclosed within a structure, but must be secured by a chain link or similar fence, or raised above ground so as to be inaccessible to unauthorized persons; requires visual screen.					S	S	S	
Electric repair shop.				R	R	R	R	R
Electric supply store.				R	R	R	R	R
Elevator maintenance office.					R	R	R	

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Employee credit union office.				R	R	R	R	R
Exterminator service office.				R	R	R	R	R
Farm and garden equipment and supply store.				R	R	R	R	R
Farmer's market.				R	R	R	R	S
Fix it shop, including small appliance repair.				R	R	R	R	R
Fixture sales.				R	R	R	R	R
Floor covering sales and service.				R	R	R	R	R
Floral shop.				R	R	R	R	R
Food locker plant including rental of lockers for the storage of food; cutting and packaging of meats and game, but not the slaughtering of animals or fowl.					R	R	R	
Food products processing plant.					S	R	R	
Food products, wholesale storage and sales.						R	R	
Freight depot, railway or truck.						R	R	
Frozen food manufacture and packaging.						R	R	
Fruit and produce, retail.				R	R	R	R	R
Funeral home, mortuary or undertaking establishment.				R	R			
Furniture and home furnishing store, including office furniture and equipment.				R	R	R	R	R
Furniture repair, including upholstering and refinishing.				R	R	R	R	R
Gas regulator stations.	S	S	S	S	S	S	S	S
Gift shop.				R	R	R	R	R
Glass products manufacture.					S	R	R	
Grocery store, retail.				R	R	R	R	R
Gymnasium, commercial.				R	R	R	R	
Hardware store, retail.				R	R	R	R	R
Hardware store, wholesale, storage and sales.				R	R	R	R	R
Hatchery, poultry or fish.				S	S	S	S	
Heating and plumbing equipment supplies and service.				R	R	R	R	R
Hiking and nature trail.	R	R	R	R	R	R	R	
Hobby shop and supply store.			S	R	R	R	R	R
Home occupation.	S	S	S	S	S	S	S	S
Hospital, clinic, convalescent or nursing home, extended care facility or sanitarium for humans.	S	S	S	S	S	S	S	S
Hotel, motel or tourist home.				R	R	R	R	
Ice plant.				R	R	R	R	

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Industrial park.					S	R	R	
Institution for children or the aged, day care.					R	R	R	
Interior decorating shop.				R	R	R	R	R
Kindergarten, play school or day care center, public or private, provided that all activities are carried on in an enclosed building or fenced yard and that all applicable federal, state, and local requirements are met.	S	S	S	R	R	R	R	
Laboratory, scientific.				R	R	R	R	R
Laboratory, medical or dental.				R	R	R	R	R
Landscape garden sales; need not be enclosed within a structure.				R	R	R	R	R
Laundry, self service.				R	R	R	R	R
Laundry and dry cleaning pick up station.				R	R	R	R	R
Laundry and dry cleaning plant.					R	R	R	
Laundry, linen supply or diaper service.						R	R	
Leather goods or luggage.				R	R	R	R	R
Library.	S	S	S	R	R	R	R	S
Liquor, wine or beer sales not to be consumed on premises and meeting local and state requirements.				R	R	R	R	
Livestock (cattle, horses, sheep and goats).								
Livestock (swine).								
Loan office.				R	R	R	R	R
Locksmith.				R	R	R	R	R
Lodging, boarding or rooming houses.			S	S	S			
Lumber yard and building materials; need not be enclosed within a structure.				R	R	R	R	
Machine shop.				R	R	R	R	R
Machinery, tools, and construction equipment, sales and service.					R	R	R	
Mail order house.				R	R	R	R	R
Manufactured home.			R					
Manufactured home park.			S					
Manufacturing, repair assembly or processing establishments of a light industrial nature, including but not limited to, the following:								
Confectionary, food, frozen dessert and milk products processing and manufacturing.						R	R	
Clothing and garment manufacturing.						R	R	

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Laboratories for testing materials, chemical analysis, photographic processing.						R	R	
Musical instruments and parts manufacturing.						R	R	
Scientific, optical and electronic equipment assembly and manufacturing.						R	R	
Souvenirs and novelties manufacturing.						R	R	
Toy, sporting goods and athletic goods manufacturing.						R	R	
Manufacturing, extractive, including all natural mineral deposits except oil and gas.								
Manufacturing, general; the processing, fabrication, repair and servicing of any commodity or product.					S	R	R	
Marine stores and supplies.					R	S	S	R
Metal products fabrication.					R	R	R	
Millwork and similar wood products manufacture.						R	R	
Mobile home.								
Mobile home subdivision.								
Modular home.			R					
Modular structure.				S	S	S	S	
Motorcycle sales, service and repair.				R	R	R	R	R
Music store.				R	R			R
Natural preservation areas including bird and wildlife sanctuaries, nature and hiking trails, outdoor camping site and similar uses.	S	S	S	S	S	S	S	
News stand.				R	R	R	R	R
Nightclub. (Special Note: In considering a special exception-conditional use approval, the board of adjustment shall consider the nature of the proposed establishment, its proximity to other establishments with a similar use, the existing density of such use within the district, and the demonstrated ability of the applicant to operate such establishment in a manner consistent with public safety and the overall public good.)					S	S	S	S
Novelty and souvenir manufacture.						R	R	
Office.				R	R	R	R	R
Office equipment and supplies, retail.				R	R	R	R	R
Office equipment and supplies, manufacture.					R	R	R	
Oil and gas exploration and production activities.							S	

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Oil well equipment, supplies and machinery; need not be enclosed within a structure.						R	R	
Optician.				R	R	R	R	R
Paint and wallpaper store.				R	R	R	R	R
Painting and decorating contractor.				R	R	R	R	R
Paper supplies, wholesale.					R	R	R	R
Park or playground including recreation centers; need not be enclosed within a structure.	S	S	S	S	S	S	S	S
Passenger depot, railway or bus.					R	R	R	R
Pawn shop.				R	R	R	R	R
Pet shop.					R	R	R	R
Petroleum and petroleum products, manufacture, processing or storage.						S	S	
Photography studio and/or processing.				R	R	R	R	R
Picture framing and/or mirror silvering.				R	R	R	R	R
Pipe storage; need not be enclosed within a structure.						R	R	
Planned unit development, fixed dwelling.	S	S	S					
Planned unit development, mobile home.	S	S	S					
Plastic fabrication.						R	R	
Plastic manufacture.					S	R	R	
Plumbing shop.				R	R	R	R	
Police substation, including highway patrol.	S	S	S	S	S	S	S	S
Post office.	S	S	S	S	S	S	S	R
Poultry live raising.								
Printing, blueprinting, bookbinding, photostatting, lithographing and publishing establishment.				R	R	R	R	R
Public utility production and maintenance building with proper screening.					S	S	S	
Public utility substation with proper screening.	S	S	S	S	S	S	S	S
Radio and television station transmitting tower.				S	S	R	R	
Radio and television sales, service and repair store.				R	R	R	R	R
Reducing exercise, karate, gymnastic or other body fitness type salon.				R	R	R	R	R
Restaurant defined as an establishment which does not primarily serve or sell alcoholic beverages and which has a full-service food menu and kitchen as well as seated food service.				R	R	R	R	R
Restaurant supplies and sales.				R	R	R	R	R

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Riding academy; need not be enclosed within a structure.								
Roofing and sheet metal shop.				R	R	R	R	
Rooming house and boarding house.		S	S	R	R	R	R	
Rug and/or drapery cleaning service.				R	R	R	R	R
Sand and gravel storage yard; need not be enclosed within a structure but must be screened.						S	S	
Sawmill, planning, or timber storage.					S	S	S	
Schools public and/or private, elementary and/or secondary meeting the requirements of the education laws of the state.	S	S	S	S	S	S	S	
Seafood store, retail.				R	R	R	R	R
Sewage disposal plant; need not be enclosed within a structure.		S	S	S	S	S	S	
Shoe repair shop.				R	R	R	R	R
Shoe store, retail.				R	R	R	R	R
Sign shop.					R	R	R	R
Silviculture and related forestry operations; need not be enclosed within a structure.						R	R	
Small engine repair shop.				R	R	R	R	R
Sporting goods store.				R	R	R	R	R
Stockyard; need not be enclosed within a structure.								
Stone monument sales, retail.					R	R	R	S
Stone cutting and processing merchandise sold at retail.						R	R	
Studio for professional work or teaching of fine arts, such as photography, drama, speech, painting.				R	R	R	R	R
Studio for dance or music.				R	R	R	R	R
Surgical or dental supplies manufacture.						R	R	
Surgical or dental supplies retail.				R	R	R	R	R
Tailor shop.				R	R	R	R	R
Tattoo and body piercing establishment.						R	R	
Taxi terminal/storage and repair of vehicles.						R	R	
Taxidermy shop.				R	R	R	R	R
Teen club or youth center.				S	S	S	S	
Telephone exchange.		S	S	S	S	S	S	

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Telephone equipment storage including shops and garage; need not be enclosed within a structure but must provide adequate screening.						R	R	
Temporary uses, including the sale of Christmas trees, seasonal fruit and vegetables from roadside stands, and similar uses. Farmers market only.					R	R	R	S
Theater, indoor.				S	R	S	S	R
Theater, outdoor/drive-in; need not be enclosed within a structure.					R	S	S	
Tobacco store.				R	R	R	R	R
Tower telecommunication facilities, requires approval from city council and planning commission in accordance with article XII of this chapter.	S	S	S	S	S	S	S	S
Toy store.				R	R	R	R	R
Trade school or college.				S	S	S	S	S
Transit vehicle storage and servicing; need not be enclosed within a structure.						R	R	
Utility company storage facility; need not be enclosed within a structure but must provide adequate screening.					S	R	R	
Variety store.				R	R	R	R	R
Veterinary service.				R	R	R	R	
Warehouse and storage facilities, major.						R	R	
Warehouse and storage facilities, minor; mini type (400 square feet per unit or less) do it yourself storage facilities; facilities must not open to the street; screening and landscaping is required.				R	S			S
Water storage; need not be enclosed within a structure.		S	S	S	S	S	S	S
Water or sewer pumping station.	S	S	S	S	S	S	S	S
Welding shop.				R	R	R	R	
Well drilling company.					R	R	R	
Wine Bar					S			S
YMCA, YWCA, and similar institutions.	S	S	S	S	S	S	S	S

(Ord. No. 06-2008, § 1, 7-28-2008; Ord. No. 12-2009, § 2, 12-14-2009; Ord. No. 09-2011, § 6.2, 7-11-2011; Ord. No. 04-2013, § 1, 5-13-2013; Ord. No. 14-2013, § 1, 12-23-2013; Ord. No. 02-2014, § 2, 4-21-2014; Ord. No. 05-2015, § 1, 9-14-2015; Ord. No. 03-2016, § 1, 6-27-2016; Ord. No. 2018-04, §§ 4—6, 10-22-2018; Ord. No. 01-2020, §§ 1, 2, 2-10-2020; Ord. No. 02-2020, §§ 1, 2, 2-10-2020)

6.3. [Site plan approval requirements.]

A site plan shall be required for all projects except single-family structures. Site plan reviews shall be accomplished by the Planning Commission to ensure compliance with the provisions of the Zoning Ordinance and Subdivision Regulations in conformity with its purpose as stated in Article I.

- 6.31 Upon approval of the site plan, either as submitted or with changes and/or special conditions required by the Planning Commission, the Building Inspector may issue a building permit for a portion or all of the proposed development; provided that the application is in compliance with all applicable City, County, State and Federal requirements.
- 6.32 The City Engineer may recommend waiving certain requirements contained in Section 6.33 of this Ordinance if, in his opinion, the requirements are not essential to a proper decision on the project; or he may supplement the list with other requirements deemed necessary to clarify the nature of the proposed development.
- 6.33 An application for site plan approval shall include the following information unless some or all of these requirements are waived by the Planning Commission.
- a. The location and size of the site including its legal description and a current certified survey.
 - b. A vicinity map showing the site relation to surrounding property.
 - c. The recorded ownership interests, including liens, encumbrances, title certification in the form of a current title policy, title opinion or title report and the nature of the developer's interest, if the developer is not the owner.
 - d. The relationship of the site to existing development in the area including streets, utilities, residential and commercial development, and physical features of the land including significant ecological features. This information may be combined with requirements for the vicinity map specified in Section 6.33b above.
 - e. The density or intensity of land use to be allocated to all parts of the site together with tabulations by acreage and percentages thereof itemized by use and density.
 - f. The location, size and character of any common open space, commonly owned facilities and form of organization which will own and maintain any common open space and such facilities.
 - g. The use and maximum height, bulk and location of all buildings and other structures to be located on the site.
 - h. The substance of covenants, grants of easements or other restrictions which will be imposed upon the use of the land, buildings and structures, including proposed easements or grants for public utilities or other purposes.
 - i. The provisions for disposition of open space, including tree protection, landscaping provisions and buffering requirements.
 - j. In the case of plans which call for development over a period of years, a schedule showing the proposed times within which applications for building permits are intended to be filed.
 - k. Any additional data, plans or specifications which the applicant or the City believes is pertinent and which will assist in clarifying the application including, but not limited to plans for: screening, lighting and space, surface drainage, erosion and sediment control, water and sewer connections., landscaping, signs, and coastal protection.
 - l. A traffic impact analysis and corrective measures to address detrimental conditions brought about by the development.

- m. Architectural renderings, elevations and representative floor plans in preliminary form.
- n. The location and size of all signs to be located on the site. In the event that a sign is preexisting and fails to conform to the requirements as set forth in this ordinance, site plan approval will be granted only under the condition that all signs will comply with the regulations as set forth in the sign ordinance.
- o. Landscape plans which include the location of any trees in a tree protection zone.

6.3.1. Regulations and standards—Permitted uses.

Permitted Uses							
	R-1	R-2	R-3	B-1	B-2	M-1	M-2
Minimum lot area	12,000 sf	10,500 sf	7,500* sf	10,000 sf	10,000 sf	1 acre	1 acre
Minimum lot width at building line	100'	75'	50'	0	0	150'	150'
Maximum lot coverage	25%	30%	35%	35%	50%	75%	75%
Maximum building height	35'	35'	35'	45'	0	50'	50'
Front yard (see note A)	35'	35'	25'	20'	20'	25'	50'
Side yard (see notes A and B)	10'	10'	10'	0	0	0	30'
Rear yard (see note A)	30'	30'	30'	20'	20'	20'	35'
Maximum density (DU/acre)	1'	2'	6'	N/A	N/A	N/A	N/A
Buffer zone	N/A	N/A	N/A				N/A
Signs	See sign section						
Off-street parking	2'	2'	2'	See parking section			

*Plus 2,000 sq. ft. per additional unit

Note A: Except along County, State and Federal Highways, the setback shall be 50 — parking to side or rear — move building to front property line — require sidewalks (ensure tree protection).

Note B: Side yards on corner lots shall not be less than 30 feet on any side adjacent to street R.O.W. (As required in Section 7.05 of the City's Subdivision Regulations).

(Ord. No. 01-2009, § 1, 5-26-2009)

6.4. Conditional uses.

The nature of these uses is such that when properly regulated, they are appropriate in several zones. In order to bring about the proper integration of these uses into the community's land use pattern, a special set of standards is provided for each use. Conditional uses, as stipulated within the zone district regulations, are permitted only after review and recommendation by the planning commission, and approval of the city council.

(Ord. No. 04-2013, § 2, 5-13-2013)

[Click here for entire searchable Code of Ordinances of Atmore, AL.](#)



**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.

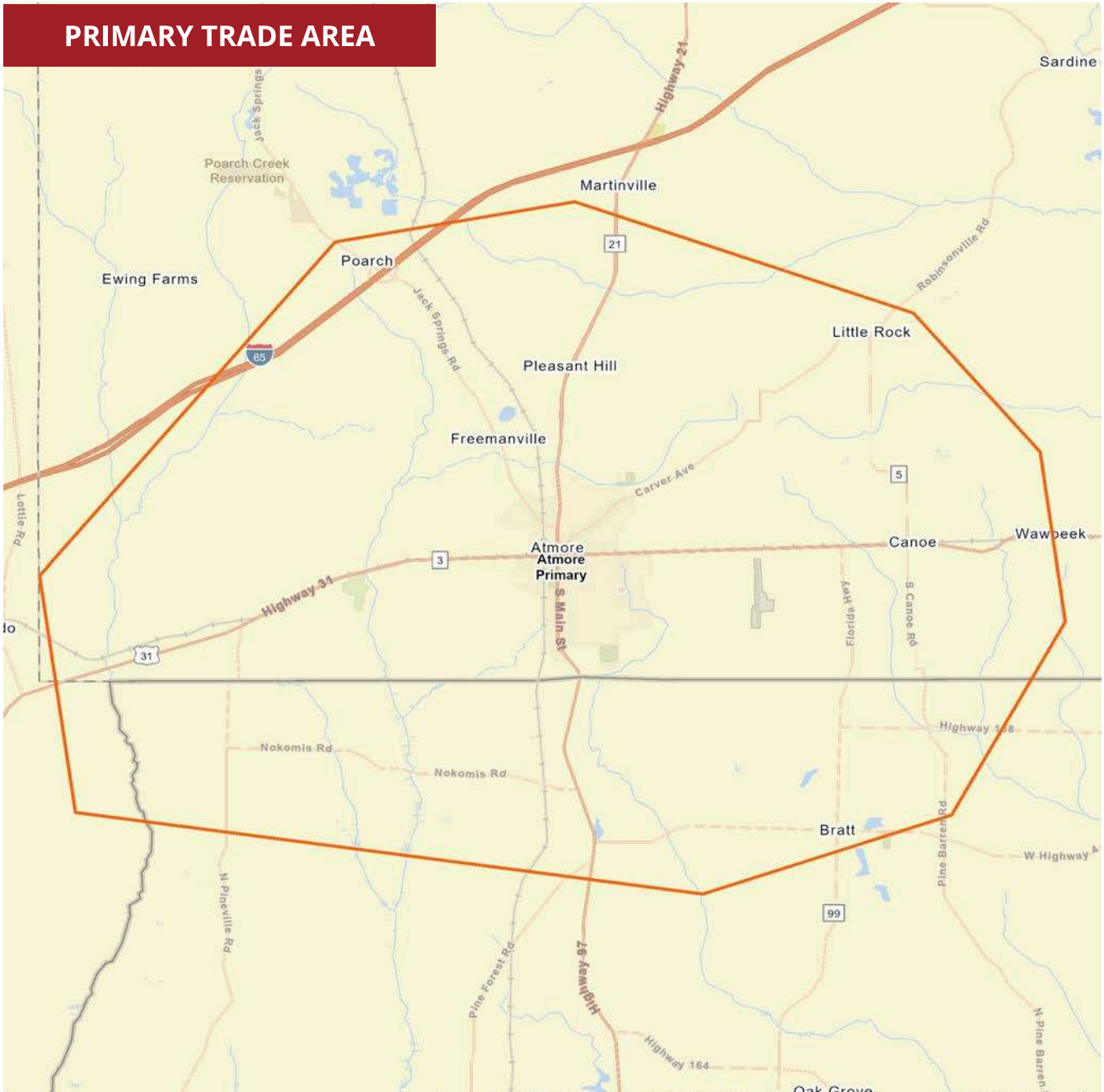
Our thanks to Main Street Atmore and the numerous residents, businesses, and property owners who participated in the creation of this plan.

[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

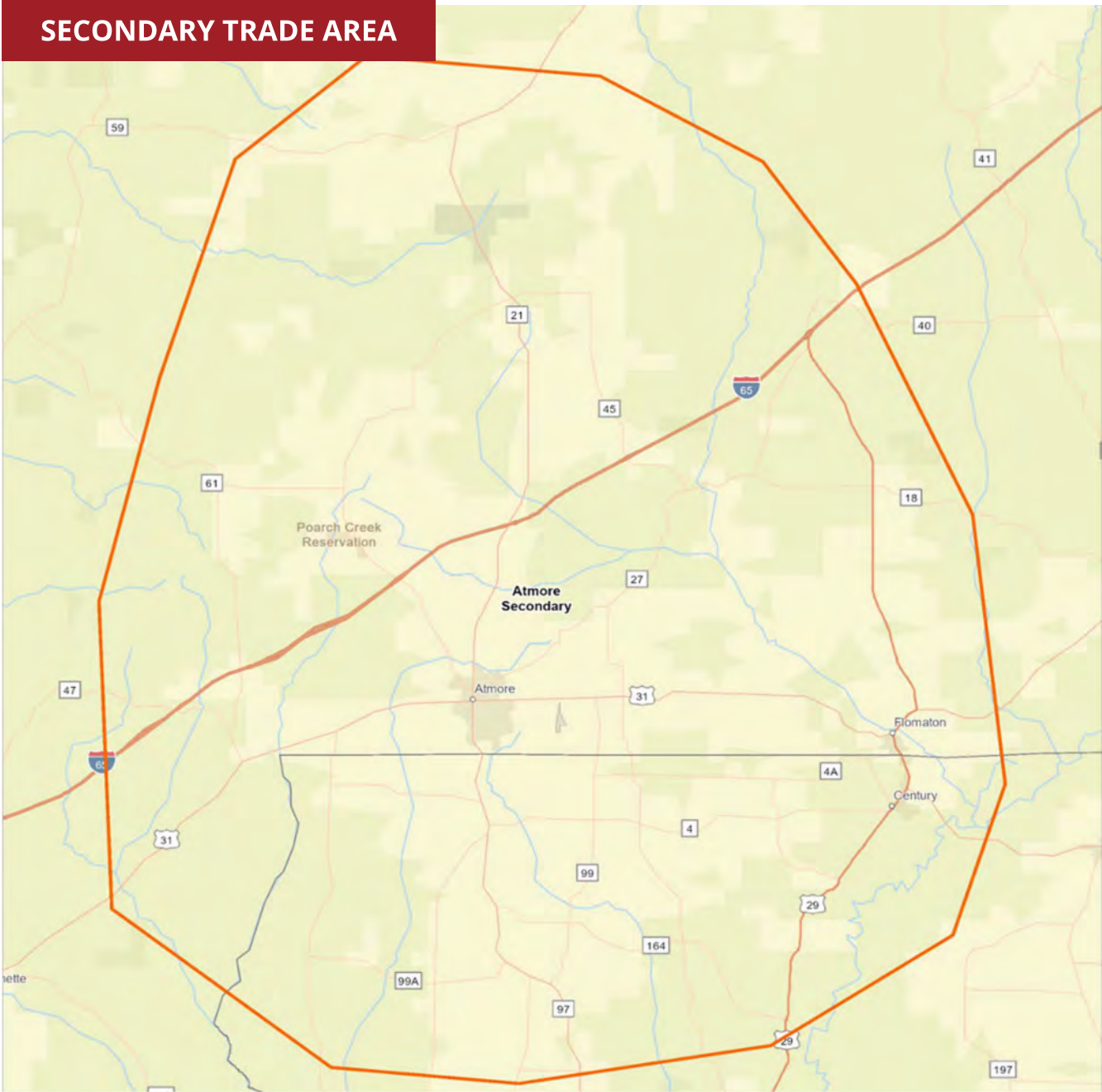
12,972

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

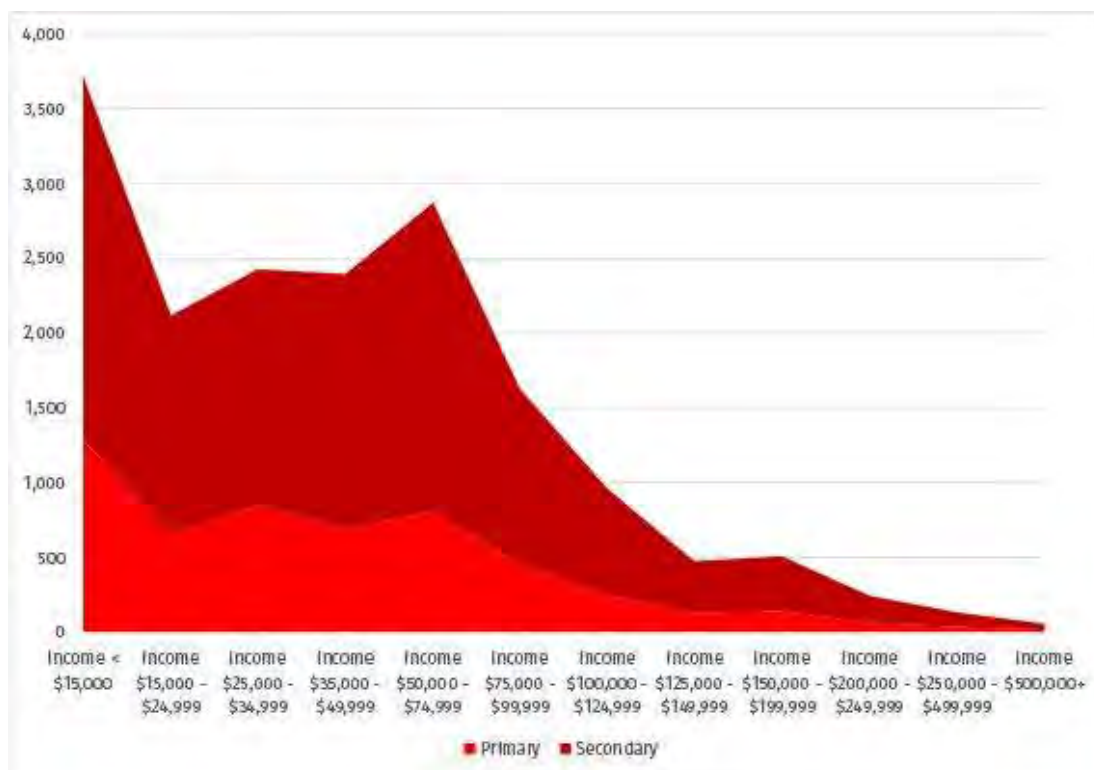
12,140

2028 PROJECTION

32,660

12,232

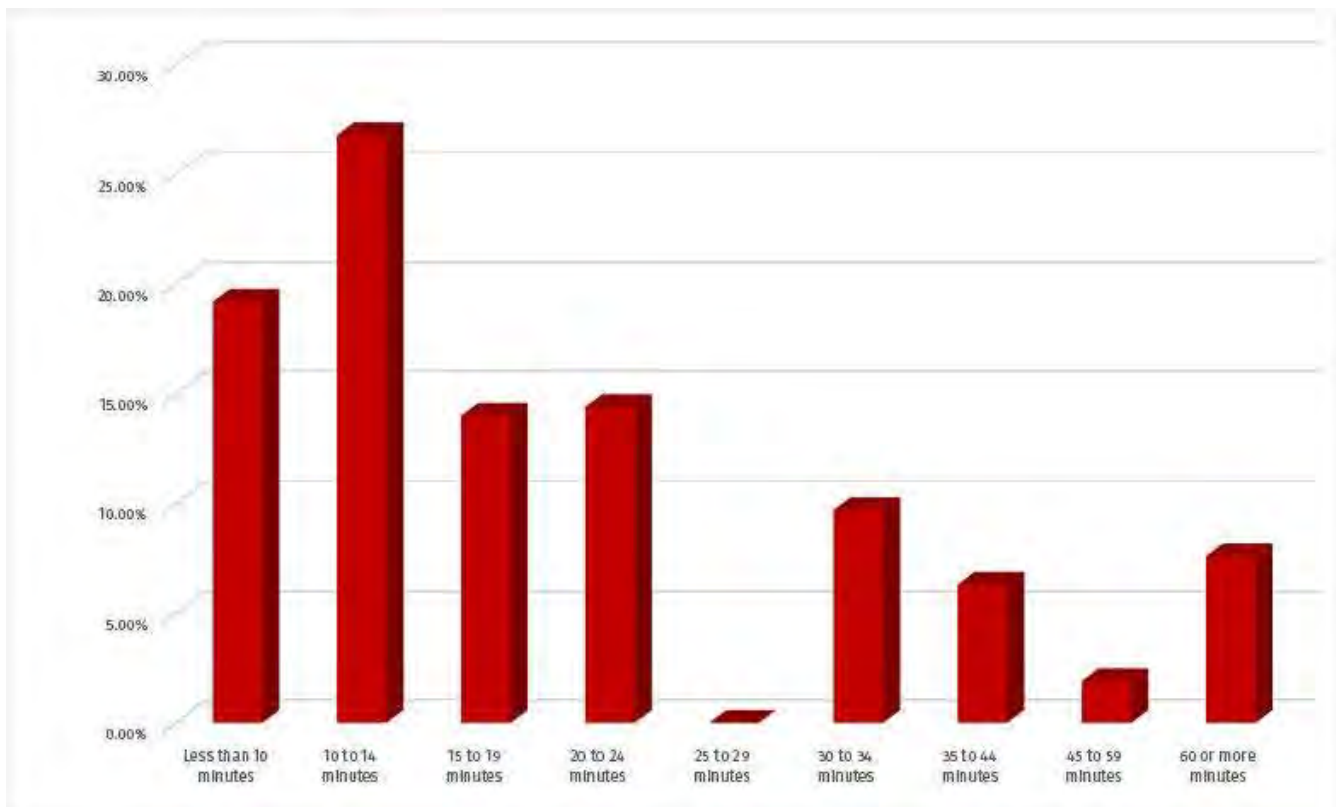
HOUSEHOLD INCOME	PRIMARY TRADE AREA	SECONDARY TRADE AREA
INCOME < \$15,000	1,283	2,433
INCOME \$15,000 - \$24,999	645	1,470
INCOME \$25,000 - \$34,999	856	1,569
INCOME \$35,000 - \$49,999	685	1,707
INCOME \$50,000 - \$74,999	811	2,058
INCOME \$75,000 - \$99,999	453	1,173
INCOME \$100,000 - \$124,999	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%

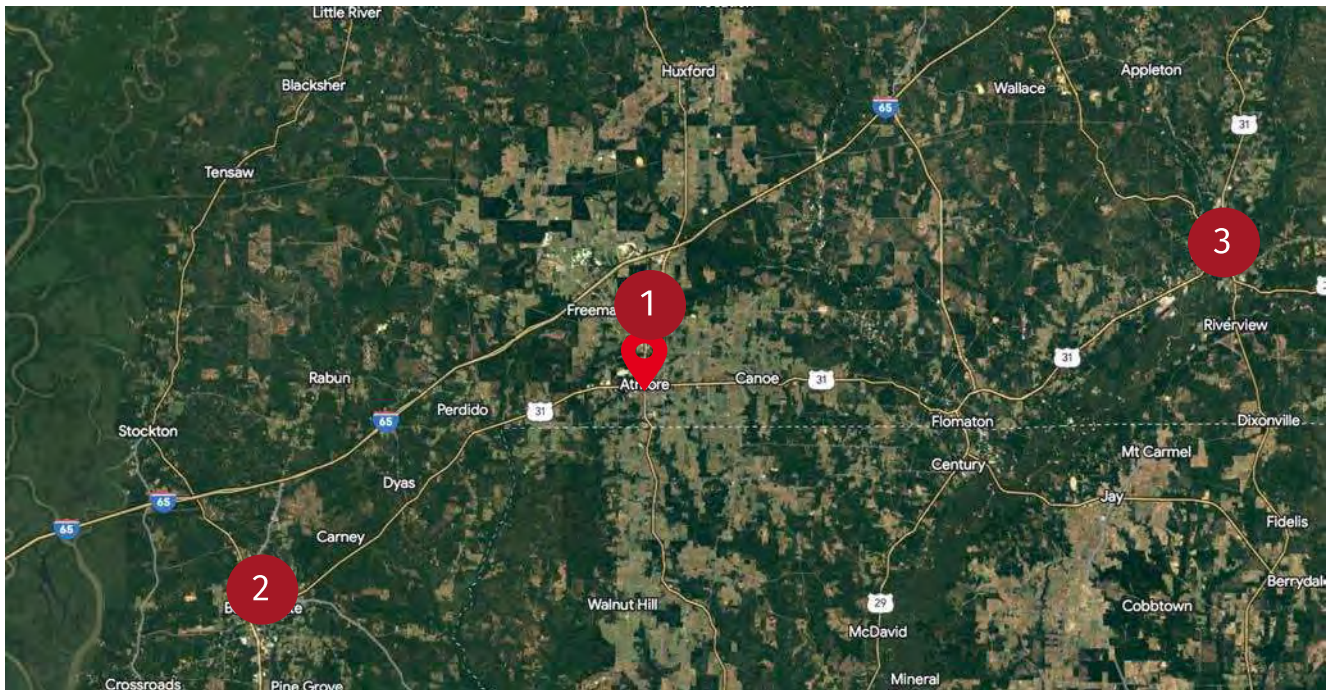
Segmentation	Socioeconomic Traits	Market Profile
<p>Rooted Rural (10B)</p> <p>Average Household Size: 2.48</p> <p>Median Age: 45.2</p> <p>Median Household Income: \$42,300</p>	<ul style="list-style-type: none"> • Shoppers use coupons frequently and buy generic goods. • Do-it-yourself mentality; grow 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