

THE SHOPS AT MERCHANTS WALK



REX
COMMERCIAL PROPERTIES

SUMMARY

THE PROJECT The Shops at Merchants Walk offers 92,000 square feet of high-quality boutique shopping and dining, anchored by a north Alabama’s only Whole Food’s Market. The Project sits directly adjacent to a 650,000 square foot Parkway Place Mall anchored by Belk and Dillard’s and a dynamic mix of national retailers and specialty stores.

PHASE 2 Merchants Square is Phase 2 of The Shops at Merchants Walk and offers upscale casual dining opportunities for up to 40,000 square feet of high-volume restaurant operators. Merchants Square is a unique restaurant venue comprised of exciting new concepts, variety and convenience for local community.

LOCATION Located at the epicenter of a renaissance happening in Downtown Huntsville and along the Memorial Parkway corridor, The Shops at Merchants Walk is a catalyst development that extends the boundary of the already vibrant Parkway Place Mall. This expanded retail node connects new upscale retailers to the Huntsville CBD, affluent neighborhoods in Southeast Huntsville and North Alabama’s regional medical hubs. The increased activity resulting from The Shops at Merchants Walk, related city infrastructure and the numerous new residential, mixed-use projects proximate to the Site, creates an outstanding place to work, dine, play and shop.

TRADE AREA The market boast over 76% white-collar employment inside a 5-mile radius from Merchants Walk and a daytime population of more than 100,000 within 5 miles., creating significant daytime activity opportunities at the Site.

The exclusivity of Whole Foods Market makes The Shops at Merchants Walk a destination in the marketplace with a Trade Area that extends to over a 1 hour drive-time.

The sub-market trade area surrounding Merchants Walk is home to almost 80,000 people averaging more than \$95,000 in annual income. Of this population, 80% have some college education making Southeast Huntsville one of the smartest sub-markets in one of the smartest Cities in America (according to a recent Forbes study)

COMMUNITY Huntsville is geographically near the center of the southeastern United States with more than 430,000 people in the Metro area. Madison County and its surrounding counties form a thriving regional market with a population of more than 1 million people. The Huntsville community serves as the primary economic engine for the northern Alabama and southern Tennessee region. Huntsville has one of the highest per capita income levels in the Southeast. The space capital of the south, Huntsville has a host of attractions and activities.

National Geographic Adventure has named Huntsville as one of the country’s top adventure towns. Huntsville has been recognized as one of the top 100 places to live, according to Relocate America.com, and Family Digest ranks Huntsville as the top community for Black Families. Huntsville was also named as one of the top 50 places to raise children in the U.S. by Business Week. The Huntsville metro area provides a high quality of life to its residents through cultural activities and recreational opportunities provided in state of the art

KEY DEMOGRAPHICS

ESTIMATED POPULATION

	Whole Foods Trade-Area	Sub-Market Trade-Area
2013	561,467	73,507
2018	602,608	79,720
5 Yr. Growth	7.33%	8.45%

ESTIMATED HOUSEHOLDS

	Whole Foods Trade-Area	Sub-Market Trade-Area
2013	224,009	32,247
2018	241,356	35,172
5 Yr. Growth	7.74%	9.07%

HOUSEHOLD INCOME

	Whole Foods Trade-Area	Sub-Market Trade-Area
2013	\$64,208	\$95,374
2018	\$70,798	\$77,047
5 Yr. Growth	10.25%	



NE Corner of Memorial Parkway & Bob Wallace Avenue
Huntsville, AL

Current Year Estimated
Median Household Income

MADISON SQUARE
Drive Time: 15 Min

BRIDGE STREET
Drive Time: 12 Min

THE SHOPS AT MERCHANTS WALK

PARKWAY PLACE
Drive Time: 1 Min

JONES VALLEY
Drive Time: 7 Min

Median HH Income

By Blockgroups

- \$75,000 or more
- \$60,000 to \$75,000
- \$45,000 to \$60,000
- \$30,000 to \$45,000
- Less than \$30,000

HIGHLIGHTS

- ◆ Epicenter intersection for Metro Huntsville market; 4th busiest intersection in North Alabama
- ◆ Over 1 Million population in surrounding counties region
- ◆ Direct I-565 access via US Highway 431 & 231 and Bob Wallace Avenue
- ◆ Direct connection to the CBD, Parkway Place Mall, and Huntsville & Crestwood Hospitals
- ◆ Parkway Corridor location offers proximity to high density, high income demographics and easy access

NASHVILLE

CHATTANOOGA

UNITED STATES

Huntsville

THE SHOPS AT MERCHANTS WALK

ALABAMA

BIRMINGHAM

Talladega National Forest

AERIAL VIEW

HUNTSVILLE CBD



TWICKENHAM

- Twickenham Square
- ◆ Publix & Shops
 - ◆ 250 Multi-Family Units
 - ◆ Spinghill's Suites Hotel
 - ◆ 70,000 sf Medical Office

BLOSSOMWOOD

MEDICAL DISTRICT

THE SHOPS AT MERCHANTS



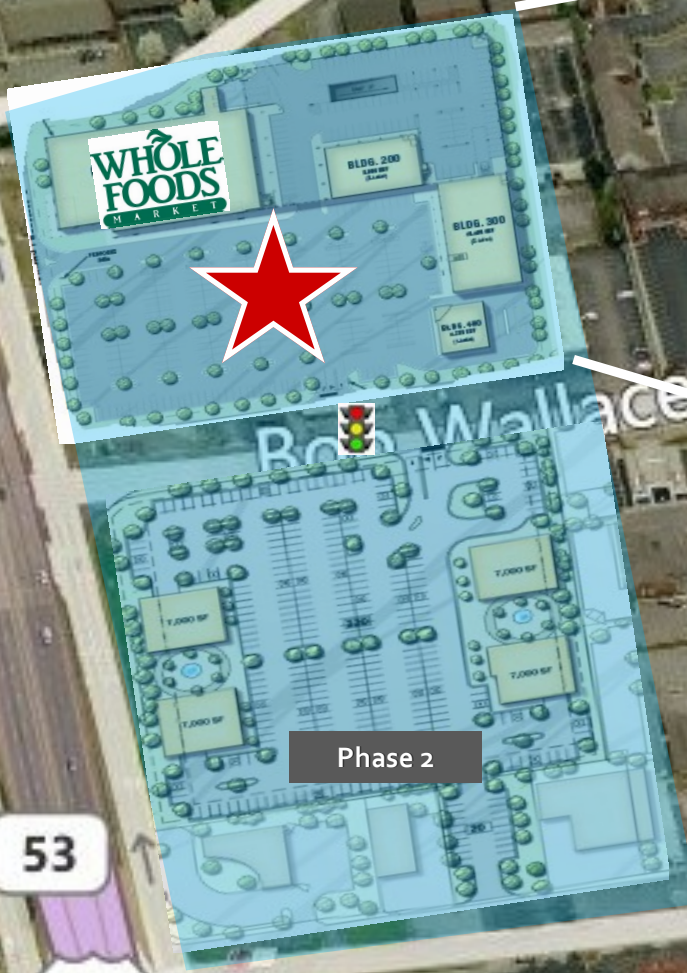
109,930 vpd

21,300 vpd

104,130 vpd



SITE VIEW



The Shoppes at Merchants Walk

- Whole Foods 42,000 Ft²
- 284 Space Public Parking Garage
- Two-Story 19,200 Ft² Retail Shops
- Two-Story 31,000 Ft² Retail Shops
- 4,200 Ft² Regions Bank



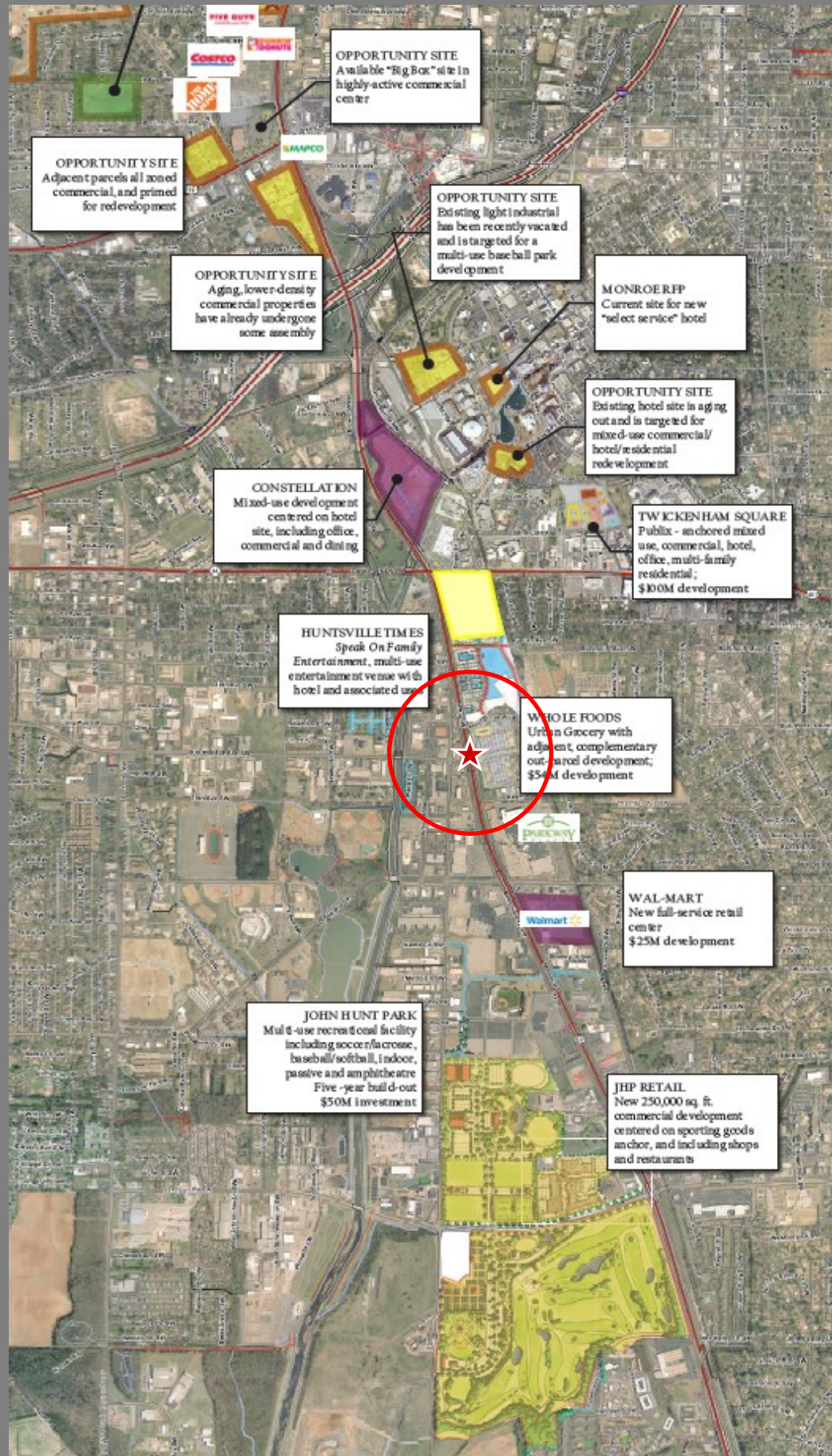
SITE PLAN & RENDERINGS



SITE PLAN INFORMATION

SITE SIZE	7.24	Total Parking	563 spaces
		Parking Ratio	6.25 per 1,000 SF
TENANT	GLA - TOTAL SITE	GLA - PRO-JECT	
WHOLE FOODS	42,000	42,000	
REGIONS BANK	4,550	-	
1ST FLOOR RETAIL / COMMERCIAL	24,396	24,396	
2ND FLOOR RETAIL / COMMERCIAL	23,630	23,630	
TOTAL	94,576	90,026	

THE PARKWAY CORRIDOR



DEVELOPMENT SYNERGY

- ◆ The Shops at Merchants Walk is a 135,000 square feet of shopping & dining serving as the centerpiece to the redevelopment of the Parkway Corridor.
- ◆ Parkway Place Regional Mall, located *adjacent to The Shops at Merchants Walk*, anchored by Belk/Dillard, contains 650,000 square feet of national tenants and upscale specialty shops.
- ◆ Wal-Mart is building a 150,000 square feet Supercenter at the southeast corner of Drake and the Parkway.
- ◆ Ashley Furniture and Kroger are located on the southwest corner of Drake and Memorial Parkway with over 110,000 square feet.
- ◆ The proposed John Hunt Park Development will include 250,000 square feet of anchored retail development. Academy Sports is the lead anchor for this project.
- ◆ Twickenham Square is a \$100 million mixed-used development that includes 250 upscale apartments, a Homewood Suites hotel, an 80,000 square foot medical office building, and a 50,000 square foot Publix anchored neighborhood shopping center.
- ◆ Constellation is a mixed-use development underway which includes two hotels, specialty retail and office.
- ◆ Belk-Hudson Lofts recently completed 100 upscale apartment units. The developer is proposing a \$40 million mixed-use retail/residential development with another 150 units and 25,000 square feet of retail on an adjacent parcel in the CBD.
- ◆ In addition, There are three proposed "opportunity sites" located downtown that are slated for mixed-use and hospitality uses.

