



CLIFT FARM



BETWEEN BALCH ROAD AND JACK CLIFT ROAD ON HIGHWAY 72, HUNTSVILLE, AL

CBRE

CLIFT FARM

Clift Farm is a southern style, mixed-use community built on the success of a century-old farm belonging to the Clift family. The neighborhood has a variety of residential housing styles currently under development to accommodate the fastest growing bedroom community in the state – Madison, AL. Retailers at Clift Farm not only benefit from the built-in customer base living throughout the master development, but also from the prime location fronting Highway 72, the Huntsville area’s strongest retail corridor.



Publix opening Fall 2020



Multiple Outparcel opportunities along Highway 72 – come join Chik-fil-A and Chipotle!



Strategic Design and Master Plan provides unique opportunities for retailers to benefit from outdoor common areas and community gathering spaces without compromising on fundamental retail requirements



Traffic counts of 34,704



Multiple signage opportunities along Highway 72

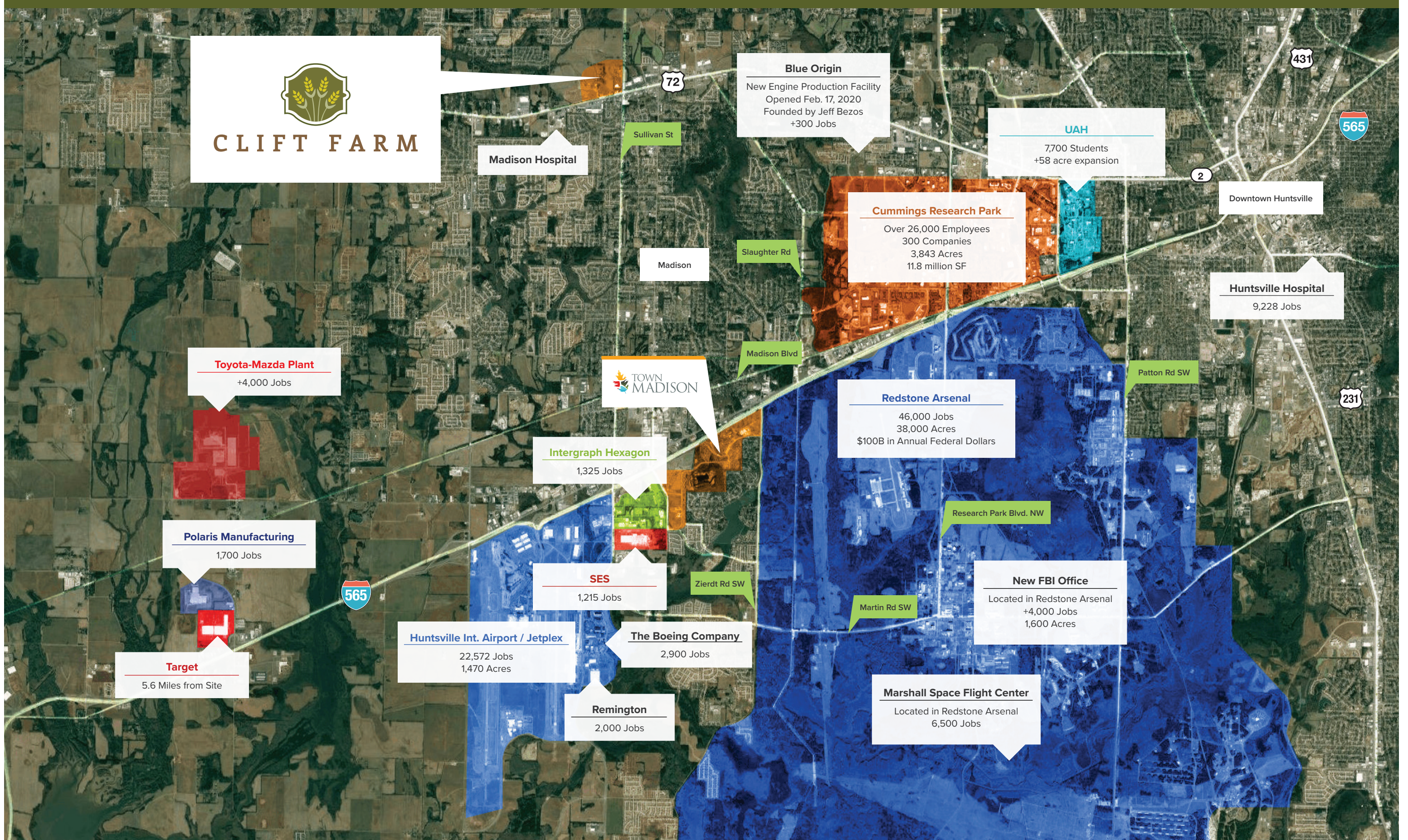


Located in Close Proximity to Madison Hospital

AERIAL



LARGER HUNTSVILLE MAP

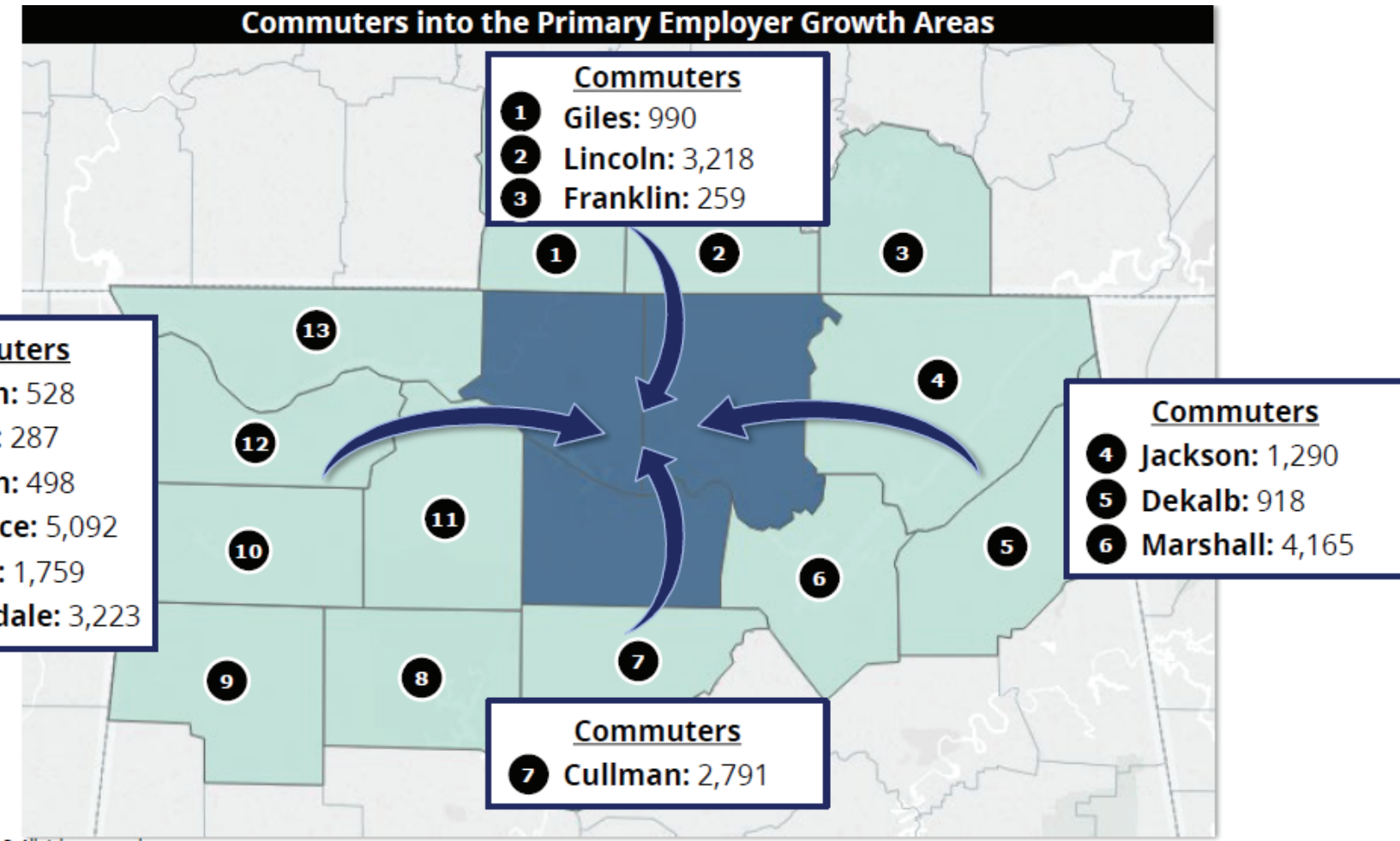


JOBS/ECONOMIC OUTLOOK

- The area's top employers are within a ten-mile radius
- 100,000 jobs in the immediate area with more to come
- 2019 Deloitte Labor study predicts 25,000 new jobs in the next three years
- 25,000 commuters daily

\$2.2 BILLION IN ECONOMIC DEVELOPMENT INVESTMENT UNDERWAY

WHERE ELSE ARE YOU SEEING THESE TYPES OF ANNOUNCEMENTS?



Sources: JobsEQ
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Mazda Toyota Manufacturing USA:
4,000 jobs, \$1.6 billion investment



YKTA:
650 jobs, \$220 million investment



Facebook Data Center:
100 jobs, \$750 million investment



Aerojet Rocketdyne:
700 jobs, \$137 million investment



Federal Bureau of Investigation
1,500 jobs, \$385 million investment



DaikyoNishikawa (DNUS):
380 jobs, \$110 million investment



BAE Systems:
200 jobs, \$50 million investment



Boeing:
470 jobs, \$78 million investment



Toyota Motor Manufacturing Alabama:
450 jobs, \$270 million investment



Blue Origin:
265 jobs, \$90 million investment



BOCAR:
357 jobs, \$115 million investment

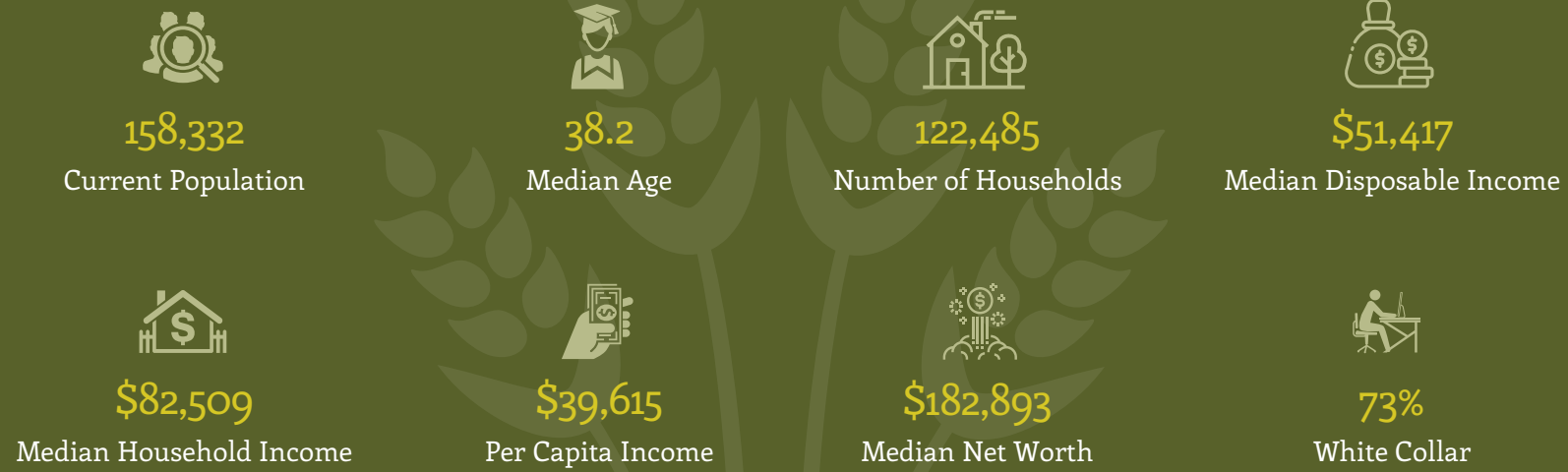


Navistar:
\$125 million expansion

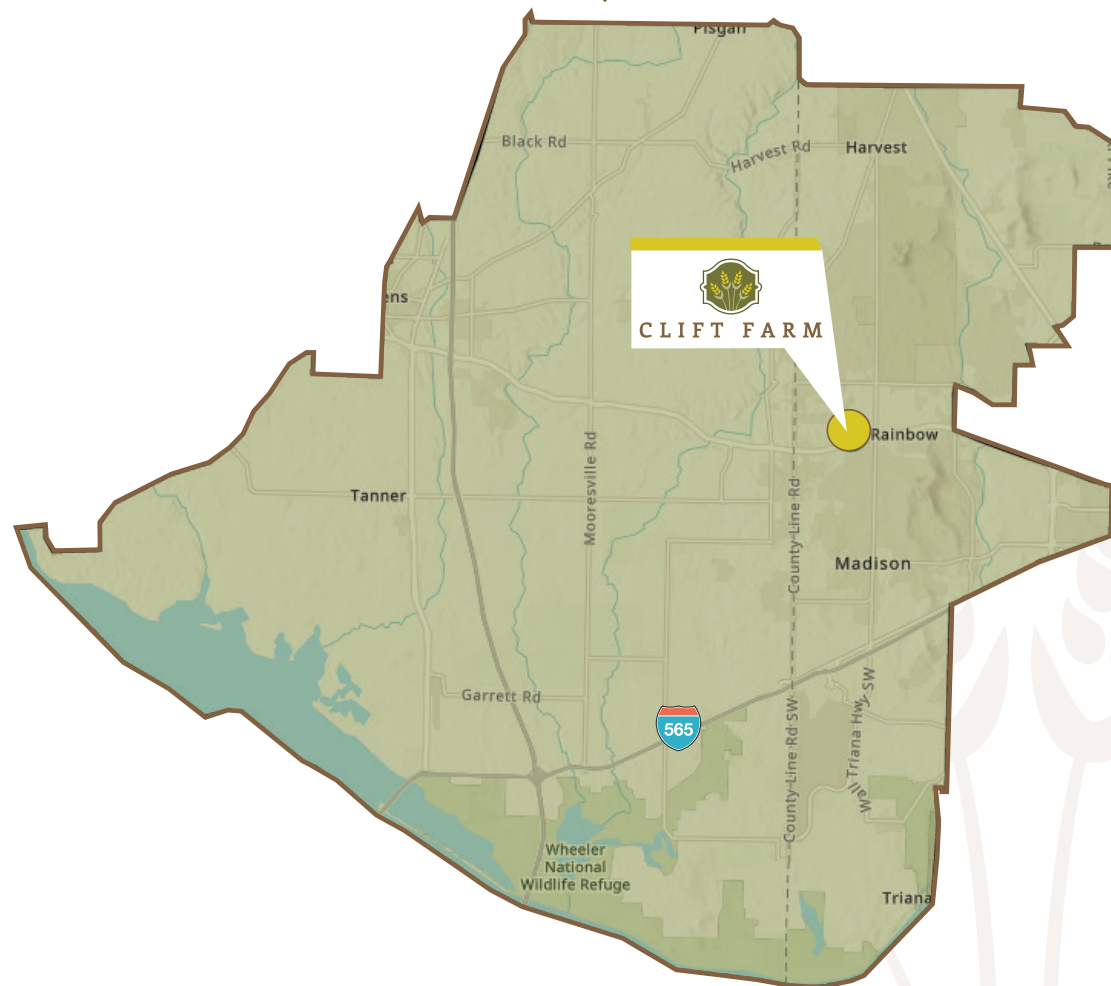
HUNTSVILLE RETAIL MAP



DEMOGRAPHICS



TRADE AREA MAP



KEY VISITOR DEMOGRAPHICS

ANALYZING TAPESTRY SEGMENTATION

Median Age
36.1

LifeMode Group
FAMILY LANDSCAPES

Median Household Income
\$59,800

Average Household Size
2.75

MIDDLEBURG

Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, when the housing boom reached out. Residents are conservative, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the US. This market is younger but growing in size and assets.



Median Age
37.0

LifeMode Group
FAMILY LANDSCAPES

Median Household Income
\$90,500

Average Household Size
2.97

SOCCER MOMS

Soccer Moms is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.



Median Age
40.8

LifeMode Group
AFFLUENT ESTATES

Median Household Income
\$138,100

Average Household Size
3.13

PROFESSIONAL PRIDE

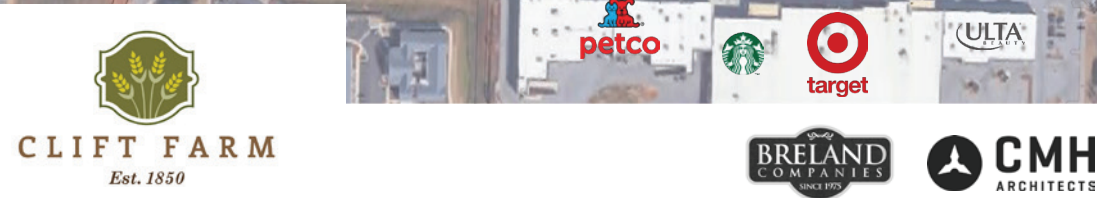
Professional Pride consumers are well-educated career professionals that have prospered through the Great Recession. To maintain their upscale suburban lifestyles, these goal oriented couples work, often commuting far and working long hours. However, their schedules are fine-tuned to meet the needs of their school age children. They are financially savvy; they invest wisely and benefit from interest and dividend income. So far, these established families have accumulated an average of 1.6 million dollars in net worth, and their annual household income runs at more than twice the US level. They take pride in their newer homes and spend valuable time and energy upgrading. Their homes are furnished with the latest in home trends, including finished basements equipped with home gyms and in-home theaters.



SITE PLAN

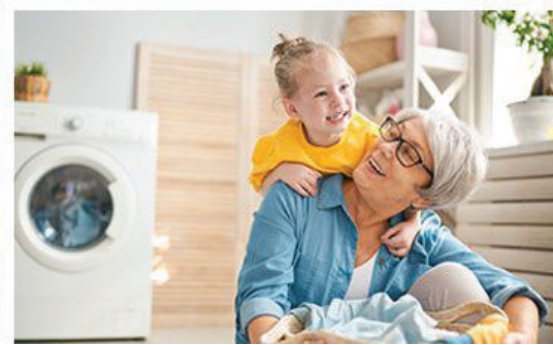
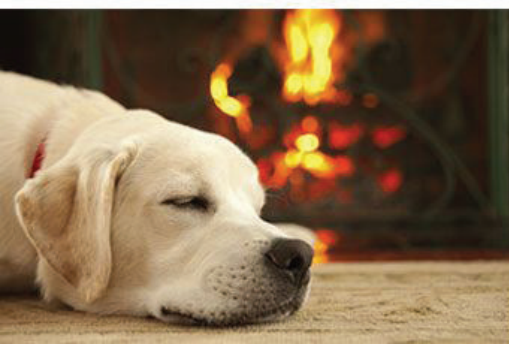


CLIFT PROPERTY MASTER PLAN
Madison, AL
April 6, 2020





CLIFT FARM



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