



THE AVENUE
MADISON

THE AVENUE MADISON

MADISON, ALABAMA

WE'RE GROWING!



\$1.6 BILLION PLANT
4,000 NEW JOBS



\$140 MILLION PLANT



SPEEDS UP TO
1GB PER SECOND



\$750 MILLION
DATA CENTER



\$50 MILLION EXPANSION
4,000 NEW JOBS

01

Mazda-Toyota selected Huntsville for its landmark automotive manufacturing facility and invested \$1.6 billion toward the project with equal funding contributions.

02

Huntsville has one of the highest percentages of people with college degrees in the U.S. – more than one out of every three adults has one.

03

Several well-known restaurants have their top-performing locations in Huntsville.

04

Second largest MSA in the state of Alabama with over 449,720 people.

05

#1 Tech Employment Growth in U.S. - 309%.

FUN FACT: In 2018-19, the U.S. Space & Rocket Center was the #1 most-frequented tourist destination in Alabama with over 849,000 visitors. It was recently voted one of TIME MAGAZINE'S "Coolest Places In The World To Visit".



ABOUT THE PROJECT

The Avenue Madison is a 226,415-square-foot upscale mixed-used development located in Madison, Alabama that offers luxury living, dining, and retail options in the heart of the city. Situated within walking distance of historic downtown Madison, this development will feature 10,375 square feet of retail space surrounded by 190 residential apartment units.

SMA SCHOEL-MARKLAND
ARCHITECTURE



THE LOCATION

85 Shorter Street

Madison, AL 35758

34.690693, -86.750279

ABOUT THE AREA

- Madison is home to numerous boutiques, restaurants, pet shops, grocery stores, personal care services, and high-quality schools.
- ***The Avenue Madison*** is situated in historic Downtown Madison, the location of yearly community events, antique shops, fitness studios, retail shops, restaurants, and a local brewery.
- The area's highly-educated workforce and list of growing companies demanding quality employees has led to over 55% of all households in the City of Madison having an income greater than \$75,000, with a city-wide mean income of \$106,808. **(Copyright © 2018 City of Madison Industrial Development Board)**
- A scenic city, Madison currently has a number of greenway projects underway with a goal of connecting the city and facilitating alternative modes of transportation while promoting a healthy lifestyle. Open greenways include Mill Creek Greenway, Rainbow Mountain Preserve, Indian Creek Greenway, and Bradford Creek Greenway.





PROPERTY HIGHLIGHTS

- Ideally situated in the heart of Madison and within walking distance of the city's main dining and shopping district.
- The Avenue Madison will feature a connecting road, creating easy access between Short Street and Sullivan Street. The proposed road will include 20 additional parallel parking spaces for retail patrons.
- Located in an affluent community with above-average annual income.
- Easy access to I-565 via Sullivan Street.
- Close to several parks and greenways.
- Near the future Madison Middle School site, south of Madison Stadium.

AREA STATISTICS

average daytime business population

City of Madison 48,511 (2017 estimated)

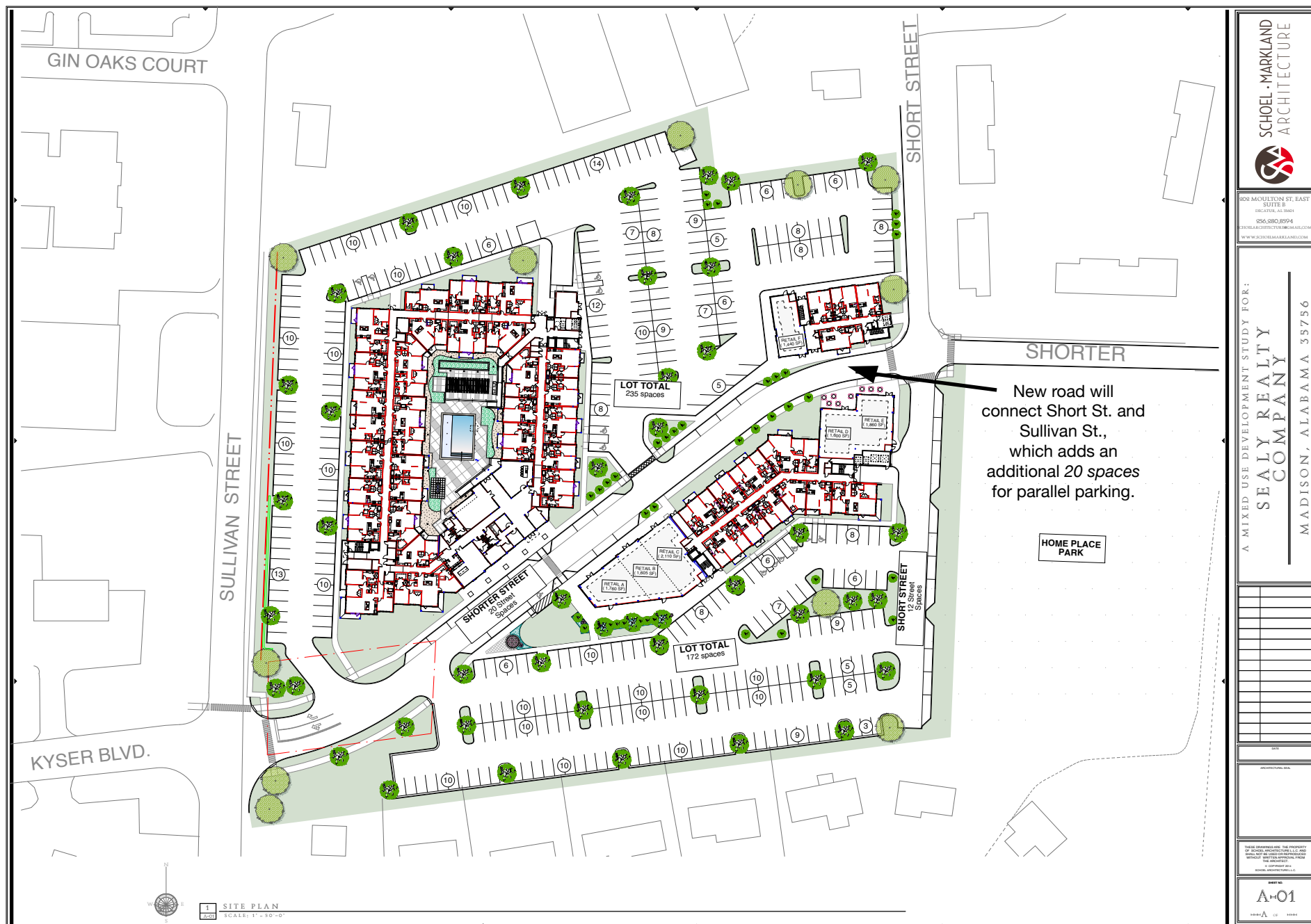
DEMOGRAPHICS 2019

	1 mile	3 mile	10 mile
Population	4,917	37,464	66,316
Households	2,345	15,379	26,732
Average Income	\$74,332	\$103,099	\$109,239

TRAFFIC COUNT

Average Vehicles Per Day On: Sullivan St. ± 20,128

DEVELOPMENT SITE MAP



New road will connect Short St. and Sullivan St., which adds an additional 20 spaces for parallel parking.

SCHOEL-MARKLAND
ARCHITECTURE

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WWW.SCHOEL-MARKLAND.COM

A MIXED USE DEVELOPMENT STUDY FOR:

SEALY REALTY
COMPANY

MADISON, ALABAMA 35756

DATE	
PROJECT NAME	
SCALE	
DATE	

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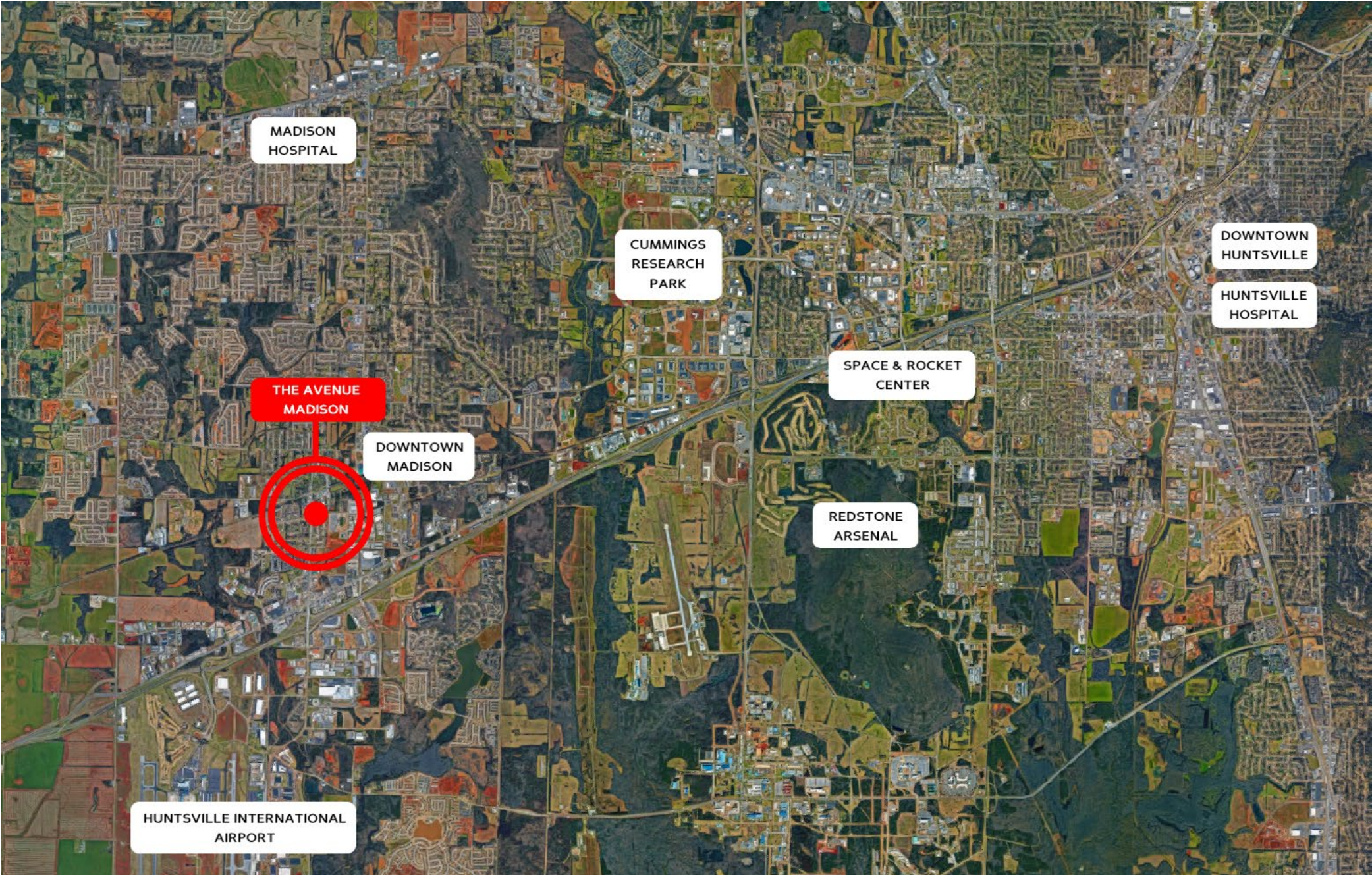
DEVELOPMENT SITE MAP



AVAILABLE SUITES

Suite	Size	Status
A	1,760 SF	Available
B	1,605 SF	Available
C	2,110 SF	Available
D	1,600 SF	Available
E	1,860 SF	Available
F	1,440 SF	Available

REGIONAL MAP OF DEVELOPMENT'S LOCATION



RETAIL MAP OF THE AREA



DEVELOPMENT RENDERINGS



DEVELOPMENT RENDERINGS



THE GREATER HUNTSVILLE TRADE AREA



HUNTSVILLE, ALABAMA

For more than 200 years, beautiful Huntsville, Alabama, nestled in the foothills of the Appalachian Mountains has attracted tourists, transfers, retirees and young professionals seeking opportunities of big city with small town hospitality. Home to NASA's Marshall Space Flight Center, state-of-the-art medical facilities and the second largest research park in the United States, Huntsville has been nicknamed "The Rocket City".

DEMOGRAPHICS

- Average household income: \$76,941 (MSA)
- Population: 451,749 (MSA)
- Households: 180,308 (MSA)
- 4th highest average salary of any MSA in the Southeast
- Highest concentration of engineering degrees in the Nation
- MSA = Limestone & Madison Counties

COLLEGE & UNIVERSITIES

Home to the University of Alabama in Huntsville, Alabama A&M University & Calhoun Community College, Huntsville has a student population of over 18,000 students.

BUSINESS & INDUSTRY

- Huntsville is one of the Top 30 fastest growing major metro's in the country (US Census, March 2014)
- Huntsville is among the top 10 Most promising U.S. Tech Hubs to watch in 2014 (Techie.com, January 2014)
- Huntsville named one of the Best Places to Live (Livability, October 2013)
- Huntsville 4th for Growth Potential (Business Facilities, August 2013)
- CNN Money ranks Madison County No. 7 in the country of a great place to live and find a job (August 2013)
- Huntsville named one of Forbes Top 20 Leading Metros for Business (Forbes, July 2011)

REDSTONE ARSENAL

Redstone Arsenal and NASA have over 7 million SF of office and research facility with 32,000 daytime employees and a budget of over \$100 billion. Agencies include: U.S. Army Materiel Command, Aviation & Missile Command and Space & Missile Defense Command as well as NASA Marshall Space Flight Center. Through BRAC (Base Realignment and Closure) over 5,000 new jobs have moved to Huntsville.

CUMMINGS RESEARCH PARK

Encompassing 3,843 acres housing over 285 companies and more than 25,000 employees and a payroll of over \$1.4 billion per year, Cummings Research Park (CRP) is the 2nd largest research park in the U.S. and the 4th largest in the world.





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