

6+/- Acres For Sale Near Walmart Supercenter!

612 N Main St, Atmore, AL 36502



Listing ID: 30831192
Status: Active
Property Type: Vacant Land For Sale
Possible Uses: Agricultural, Hospitality
Gross Land Area: 6 Acres
Sale Price: \$464,800
Unit Price: \$77,466 Per Acre
Sale Terms: Cash to Seller, Other

Overview/Comments

Atmore, AL- 6+/- ACRES OF PRIME COMMERCIAL LAND WITH ALMOST 800 FT OF PAVED ROAD FRONTAGE giving access to U.S. Hwy 21/N Main St, and two city streets, Patterson St and Liberty St. This exceptional commercial and/or residential development opportunity is located on U.S. Hwy-21/N Main St, the Gateway to Windcreek Casino, I-65, and Florida. The seller presently rents the house on Liberty St for \$450/month. This acreage will make an excellent investment in a growing area within minutes of new businesses and the Historical Downtown district that is on its way to becoming a prominent landmark with its million-dollar renovation projects, charming local restaurants, pub, and quaint shops. Nearly 14,000 vehicles pass this site daily, offering High Visibility for your business! Great investment opportunity that can be used for commercial agriculture, farming operations, hospitality, retail, multi-family site, and other various uses. The majority is Zoned in the B-2 General Business district. Close to successful businesses like Walmart Supercenter, franchised restaurants, and locally owned businesses. The property is level and partially cleared, with City utilities available. There is flexibility with the acreage as the property can also be purchased in smaller tracts to fit your needs. Atmore is an excellent location for any investor looking to diversify their portfolio and make lasting relationships with this tight-knit community!

More than \$90 million in capital investment projects have recently been brought to this growing city. Bring your business to this Town dedicated to growth and redevelopment! Businesses surrounding this parcel include, but are not limited to, Walmart, the recently established Waves Carwash, and two strip retail centers that host Little Caesar's, AT&T, Cricket Wireless, and Elegant Nails. It is also located ONLY 5+ miles from Wind Creek Hotel/Casino/RV Park/Spa and other attractions like Little River State Forest and Magnolia Branch Wildlife Reserve.

The City and Chamber are working on beautification and hometown pride initiatives to enhance the downtown business district, as well as commercial and industrial properties. As a result, Atmore was recently designated as a Main Street Alabama Community. 48+/- New Businesses have joined Atmore, including Rocky's Pizza, Starbucks, 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 facility that is said to be the first step in building a new medical care community near I-65. This Booming Town is ready for your next venture! Call now!



More Information Online

<https://www.gulfcoastcmls.com//listing/30831192>

QR Code

Scan this image with your mobile device:



General Information

Taxing Authority:	Escambia, AL	Land Splits Available:	Yes
Tax ID/APN:	(5) Parcels. See Legal	Sale Terms:	Cash to Seller, Other
Zoning:	B-2 GENERAL BUSINESS		

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

Area & Location

Property Located Between:	Walmart & Waves Car Wash	Highway Access:	Hwy 21/N. Main Street- Fronts; I-65- 5 MI; I-10- 50 MI; Hwy 31- 0.7 MI
Property Visibility:	Excellent	Airports:	Mobile Regional Airport- 62 MI; Pensacola International- 51 MI; Atmore Municipal Airport- 4 MI
Largest Nearby Street:	N Main St, Liberty St, Paterson St		
Feet of Frontage:	787		
Traffic/Vehicle Count:	13,981		

Legal Description (5) Parcels: 30 26 04 20 3 001 014.000 30 26 04 20 3 001 017.000 30 26 04 20 3 001 019.000 30 26 04 20 3 001 021.000 30 26 04 20 3 001 017.001

Site Description Level, partially cleared. 787+/- feet of paved road frontage. Access to US Hwy 21 and city streets, Patterson St and Liberty St. Wooded area offers privacy. Lot size: IRR. Successful businesses around, including Walmart Supercenter. Highway 21 is the main access to Interstate, Florida, and downtown Atmore so there is heavy traffic and great visibility.

Area Description 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!

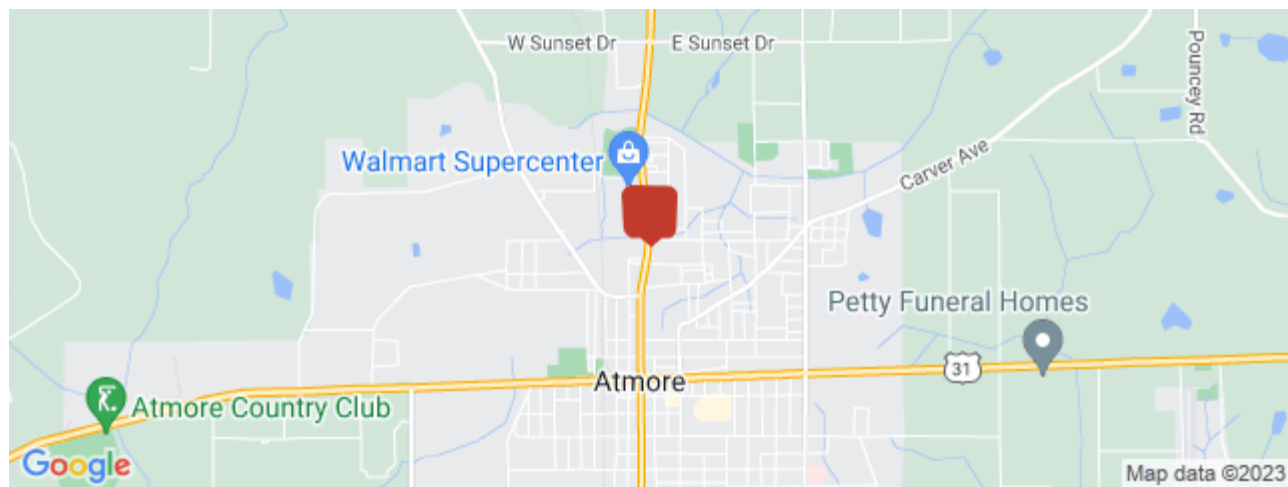
Land Related

Lot Frontage:	787	Available Utilities:	Electric, Water, Gas, Sewer, Cable, Internet Access
Lot Depth:	420+/-	Water Service:	Municipal
Topography:	Level	Sewer Type:	Municipal
Easements:	Electric Lines, Utilities		

Zoning Description B-2 General Business. See Attachments for a complete list of permitted uses provided by the City, or visit the Municode Website.

Location

Address:	612 N Main St, Atmore, AL 36502
County:	Escambia
MSA:	Atmore



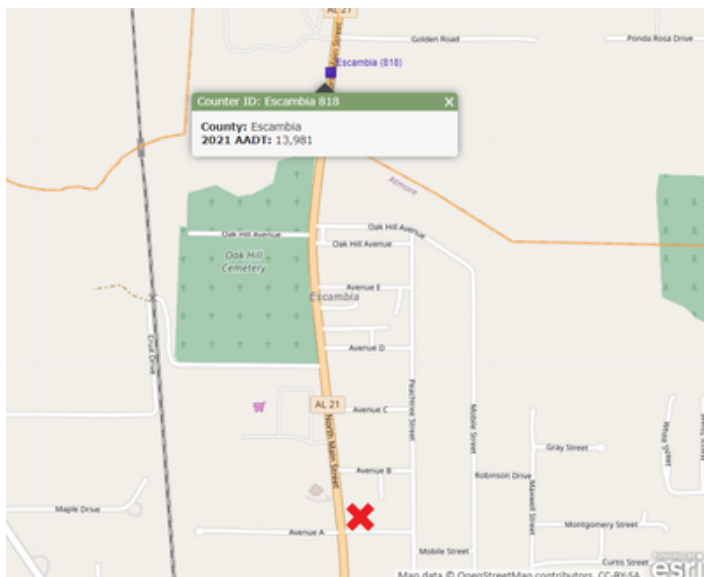
Property Images



DJI_0300 (2)



DJI_0299 (2)



Taffic Count 2021



DJI_0301 (2)



DJI_0302 (3)



DJI_0307 (2)



DJI_0304 (2)



DJI_0308 (2)



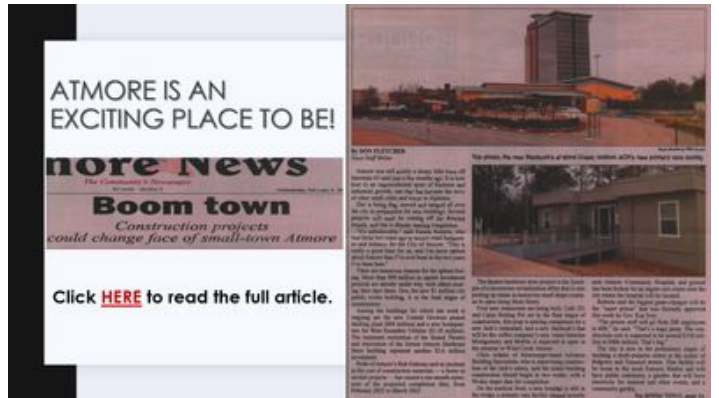
DJI_0305 (2)



DJI_0309 (2)



DJI_0306 (2)



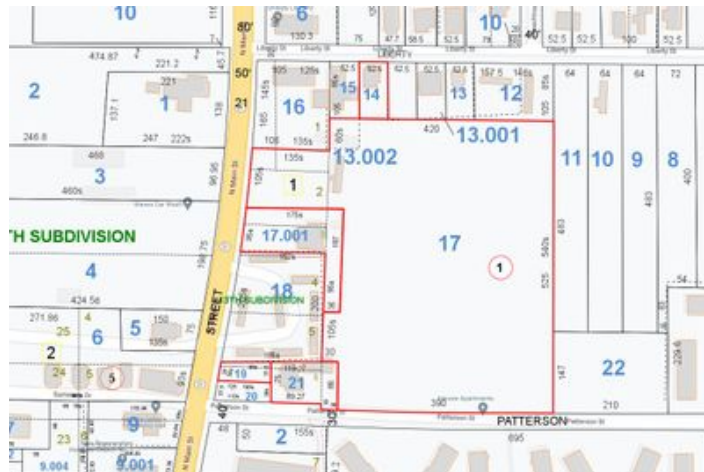
Slide 4

INDUSTRY OVERVIEW

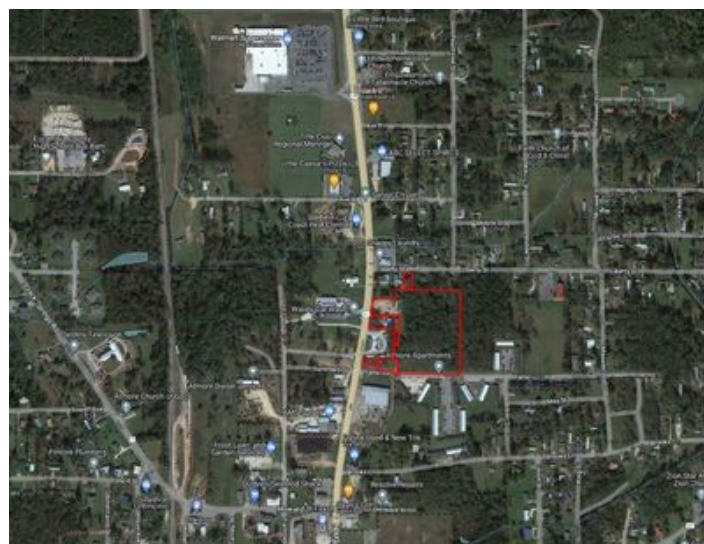
While Atmore started as an agricultural and timber community initially, the city has grown to include industries like metal fabrication, textiles, and communication companies. As Atmore continues to expand, more industries will find a place in our area.

Alabama Tank – Fabricated plate work	Muskogee Technology – Fabricated metal (metal stamping)
Alto Products Corp. – Clutch plates	Swift Lumber, Inc. – Lumber
Atmore Industries – Non-woven fabric	Tiger-Sul Products, LLC – Agricultural mixes
Atmore Ready Mix – Ready mix concrete	Impact Telecom – Telecommunications
Escotab, Inc. – Fabricated metal	
Escambia Operating Company – Gas condensate	
Masland Carpets – Floor coverings	
Gulf Transport – Industrial transport	

Slide 6



Plat



Aerial

INDUSTRY OVERVIEW - 5.7 MI RADIUS

[CLICK HERE FOR MORE INDUSTRY INFORMATION](#)

INDUSTRY	PERCENT OF TOTAL NO. OF EMPLOYEES (3,733)	AVERAGE ANNUAL PAY
Health Care & Social Assistance	15%	\$44,660
Retail Trade	13%	\$29,607
Accommodation & Food Services	12%	\$18,656
Public Administration	7.5%	\$52,069
Manufacturing	7%	\$40,163
Administrative, Support, Waste Management & Remediation	6%	\$33,147
Construction	6%	\$46,528
Finance & Insurance	6%	\$42,812
Wholesale Trade	3%	\$57,100
Educational Services	3%	\$37,756
Other Services, Except Public Administration	3%	\$32,185
Real Estate & Rental and Leasing	1.4%	\$39,021
Transportation & Warehousing	1%	\$56,425
Mining, Quarrying & Oil and Gas	0.42%	\$59,474
Utilities	0.13%	\$75,546

Slide 7

ABOUT ATMORE, AL

Atmore began in the 1880s as a small town, and now has grown into one of the largest cities in Baldwin County. Just 50 miles north of Mobile and Pensacola, Atmore is a perfect place to live on a great live area for businesses while still retaining its warm and friendly charm.

Named one of the Top 10 Small Cities in Alabama in 2017, Atmore's success is due to its strategic location, excellent infrastructure, and the dedication of its residents. The city has a rich history and a strong sense of community, making it an ideal place to live and work.

The City of Atmore is dedicated to enhancing the quality of life for its residents by providing excellent public services, including police, fire, and waste management. The city also offers a variety of recreational facilities, including parks, sports fields, and a community center.

City officials are also working with the Alabama Historical Commission to preserve the city's rich history and heritage. The city is home to several historic landmarks, including the historic downtown area and the historic Atmore Hotel.

Slide 8

Property Contacts



Patty Helton-Davis

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

Video and/or audio surveillance with recording capability may be in use on these premises. Conversations should not be considered private.

LAND

Customer Full Report

MLS # 622806 **Prop Type:** LAND/ACREAGE **List Price:** \$464,800
Status: Active **Sold Price:**
Update Date: 3/14/2023 **Lot Size:** IRR
Address: 612 N MAIN ST **Acreage:** 6.000000
ATMORE AL 36502 **Price Per Acre:** \$77,466.67
County: OTHER COUNTIES **Approx Sqft:**
Subdivision: NONE **Water Frontage:**
Parcel # 302604203001017.000 See **NumLots** 5 **Road Front Feet:** 787
Elem: NOT A LOCA **Middle:** NOT A LOCA **High:** NOT A LOCA **Front Foot Price**
Dir: From Downtown Atmore, AL: Heading north out of Atmore on Hwy 21 North (aka North Main)
property will be on your right as you're heading north.



Legal: (5)Parcels: 2604203001014000; 2604203001017000; 2604203001019000; 2604203001021000; 2604203001017001

Atmore, AL- 6+/- AC OF PRIME COMMERCIAL LAND WITH ALMOST 800 FT OF PAVED ROAD FRONTAGE giving access to U.S. Hwy 21/N Main St (the Gateway to Windcreek, I-65 & Florida), Patterson St & Liberty St. Exceptional commercial and/or residential development opportunity located ONLY 5+ mi from Wind Creek Hotel/Casino/RV Park/Spa & other attractions. The seller presently rents the house on Liberty St for \$450/mo! Invest in a growing area within minutes of new businesses & the Historical Downtown district that is on its way to becoming a major landmark with its million-dollar renovation projects, charming local restaurants & quaint shops. Nearly 14,000 vehicles pass this site every day offering High Visibility! Great investment opportunity that can be used for comm-agriculture, hospitality, retail, multi-family site & other various uses. The majority is Zoned in the B-2 General Business district. Businesses surrounding this parcel include Walmart Supercenter, recently established Waves Carwash & two strip retail centers. The property is level and partially cleared, with City utilities available. There is flexibility with the acreage as the property can also be purchased in smaller tracts to fit your needs. Atmore is a great location for any investor looking to diversify their portfolio and make lasting relationships with this tight-knit community! Recently, more than \$90 million in capital investment projects have been brought to this growing city. The City & Chamber are working on beautification & hometown pride initiatives to enhance the downtown business district, as well as commercial & industrial properties. As a result, Atmore was recently designated as a Main Street Alabama Community. 48+/- New Businesses have joined Atmore, including Coastal Growers' \$84 Million peanut shelling plant that brought 100+ jobs & a new \$5 Million urgent care facility that is said to be the first step in building a new medical care community near I-65. Ready for your next venture-Call now!

TYPE USE	AGRICULTURAL, COMMERCIAL, MULTI-FAMILY, OTHER USE, RESIDENTIAL, SEE REMARKS	FARM/RANCH INFO	NONE
LOT LOCATION	CENTRAL ACCESS, CORNER, INTERIOR	VEG/MIN RIGHTS	NO MINERAL RIGHTS
ACCESS/SURFACE	CITY STREET, PAVED, US HIGHWAY	WATERFRONT	NO WATERFRONT
TOPOGRAPHY	HIGH/DRY, LEVEL, WOODED	WATER VIEW	NONE
IMPROVEMENTS	CLEARED, NO IMPROVEMENTS	WATER	PUBLIC WATER
MISCELLANEOUS	WILL DIVIDE	SEWER	SEWER AVAILABLE
GAS	NONE	WATERFRONT FEATURE	NONE
ELECTRIC	SEE REMARKS	ZONING	AGRICULTURAL, BUSINESS, CITY, COMMERCIAL, INDUSTRIAL, RES MULTI, RES SINGLE

County Zoning:

Land Lease per Year:

1st Mort Amount:

Seller Terms:

FEES INCLUDE: NONE

ACCEPT FINANCING: CASH, CONVENTIONAL

List Office Name: PHD Real Estate, LLC

Comp: Non-Rep 2.4%

Comp: Single Agency 2.4%

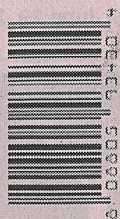
Comp: Trans Broker 2.4%

Interest Rate:

1st Mtg Incl:

Equity:

The buyer agent compensation offered only applies to participants and data share members of the Pensacola Association of REALTORS® Multiple Listing Service.



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.

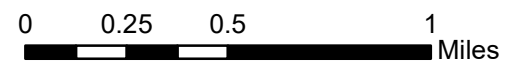
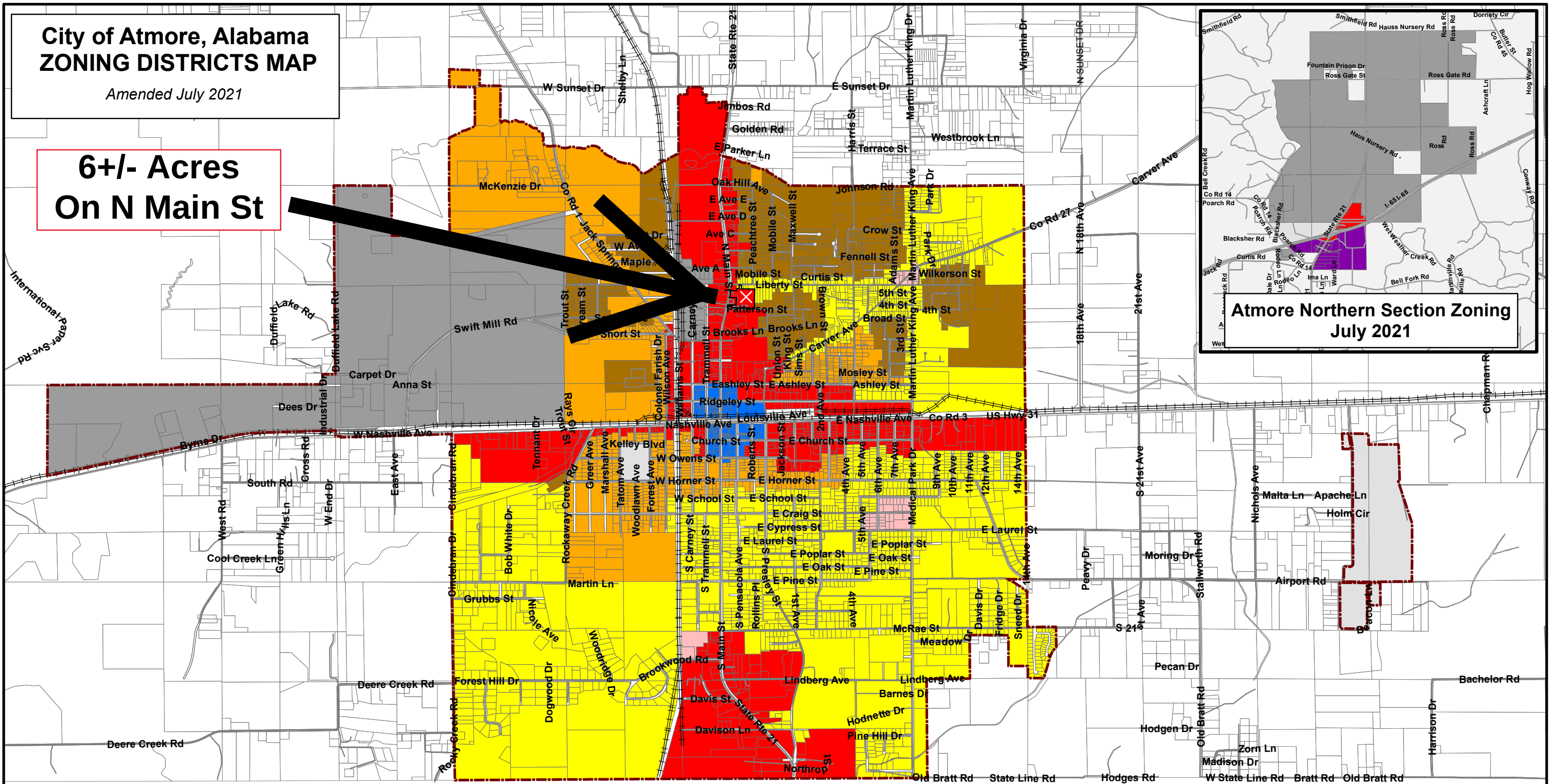
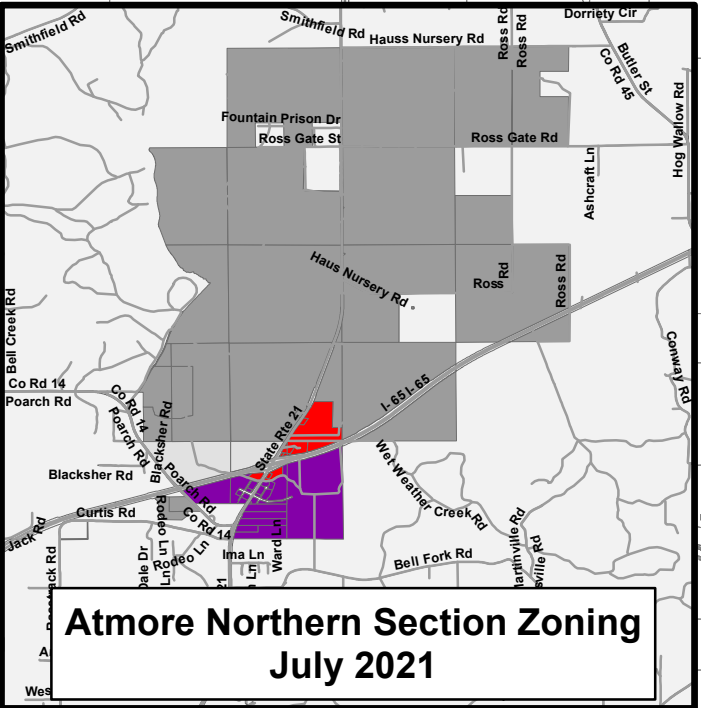
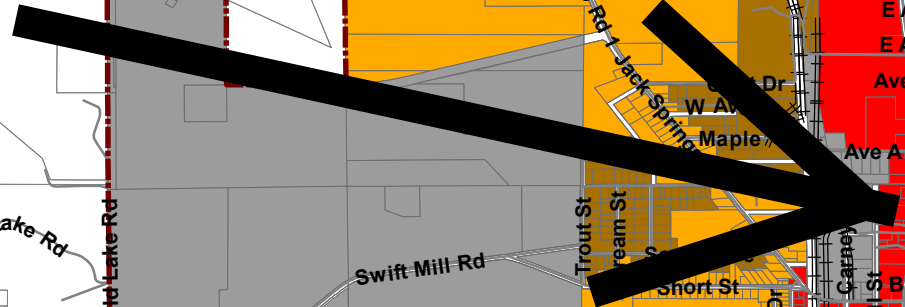
In the only other business dealt with by the council, the panel approved a plan by West Escambia Utilities to sell the former landfill property it bought for the city two decades ago, on which part of a new state mega-prison will be built.

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."

City of Atmore, Alabama
ZONING DISTRICTS MAP
Amended July 2021

6+/- Acres
On N Main St



LEGEND

- Corporate Limits
- Roads
- Railroads
- Escambia Co. Parcels

ZONING DISTRICTS

- | | | |
|--------------------------------|----------------------|------------------------------|
| R-1 Low Density Residential | B-1 Local Business | M-2 General Industrial |
| R-2 Medium Density Residential | B-2 General Business | PUD Planned Unit Development |
| R-3 High Density Residential | M-1 Light Industrial | Downtown District |



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.

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

Created: 2021-05-29 22:22:59 [EST]

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

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 photostatting 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	

Created: 2021-05-29 22:22:59 [EST]

(Supp. No. 7) [Please contact the local zoning department for all zoning information.](#)

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	

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	

Created: 2021-05-29 22:22:59 [EST]

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

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 desert and milk products processing and manufacturing.						R	R	
Clothing and garment manufacturing.						R	R	

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	

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

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	

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)

Created: 2021-05-29 22:22:59 [EST]

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



MAIN STREET ATMORE REAL ESTATE REDEVELOPMENT PLAN



[Table of Contents]

About the Project	03
About the Process	04
Market Data	05
Retail Gap Data	10
Retail Opportunities	12
Market Segmentation	16
Competing Areas	20
District Strategies	21
Marketing Recommendations	33

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

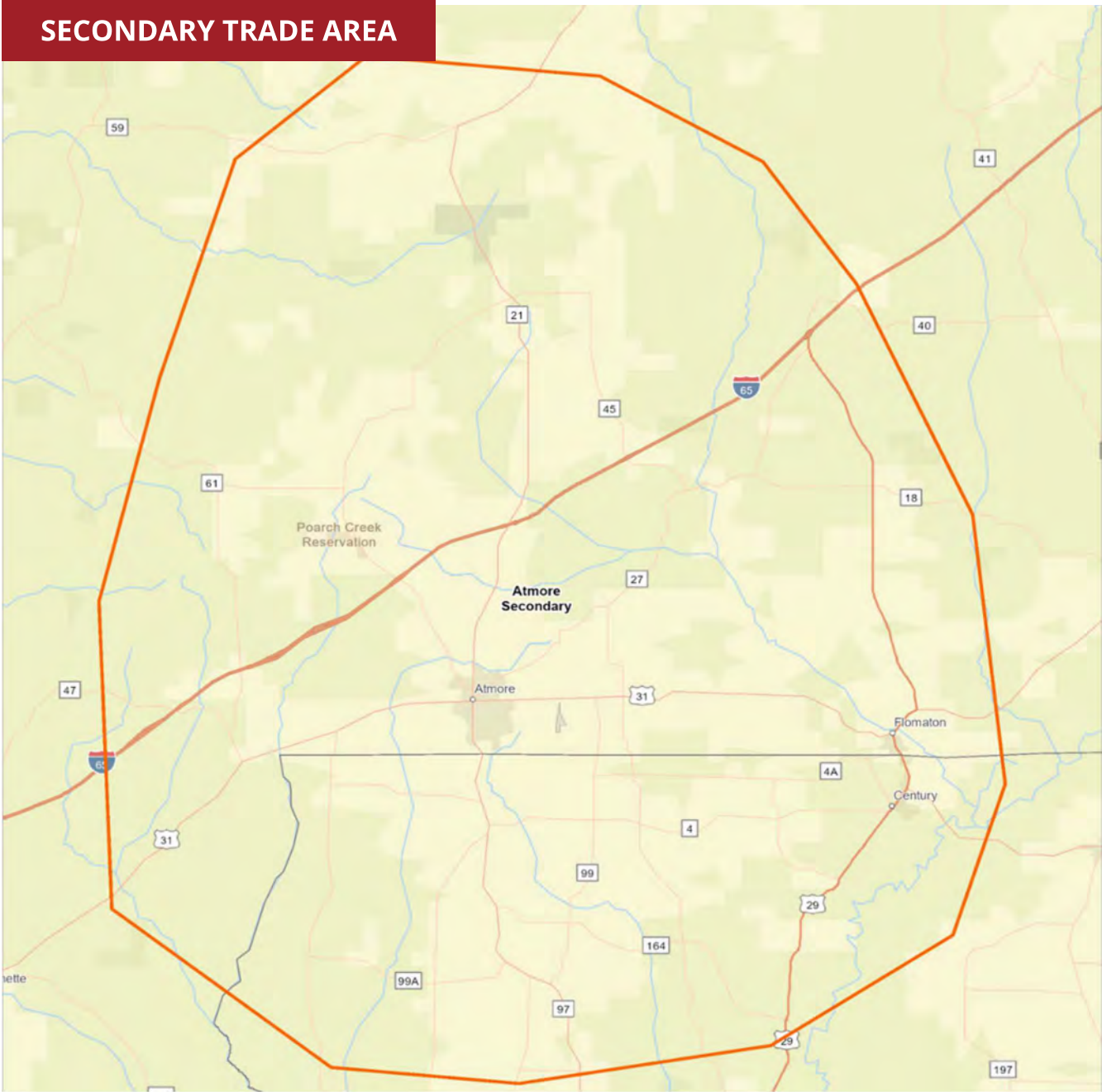
12,972

5,363

2028 PROJECTION

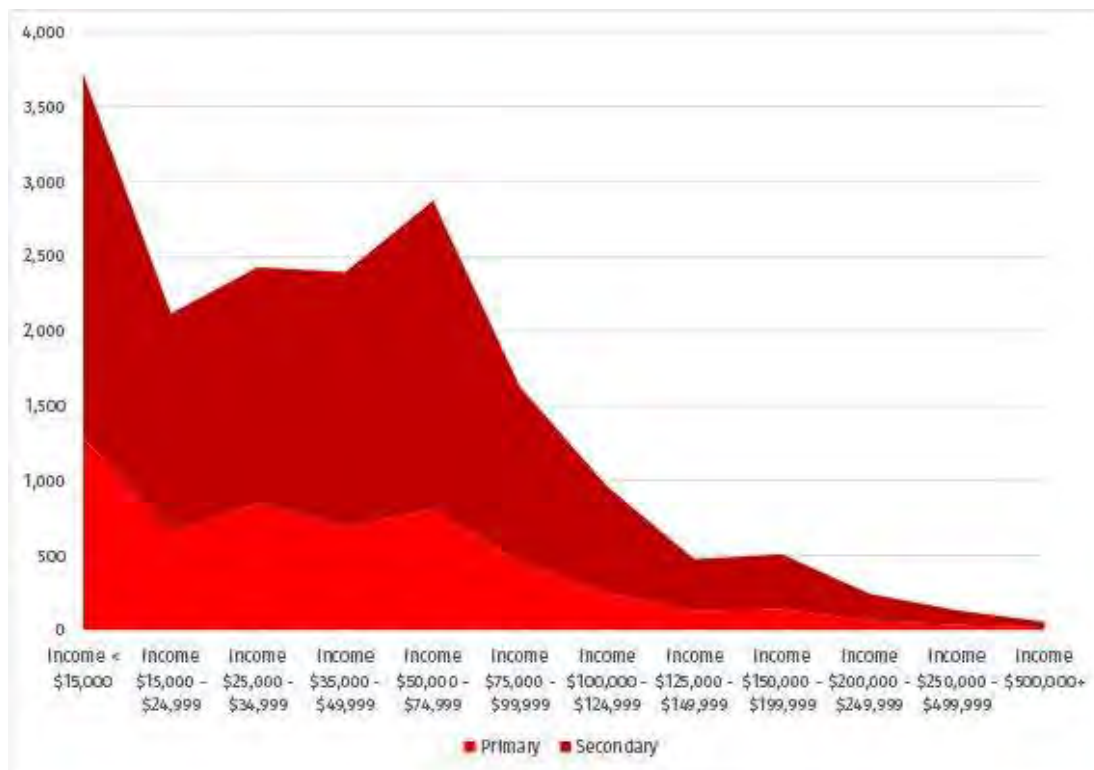
12,758

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

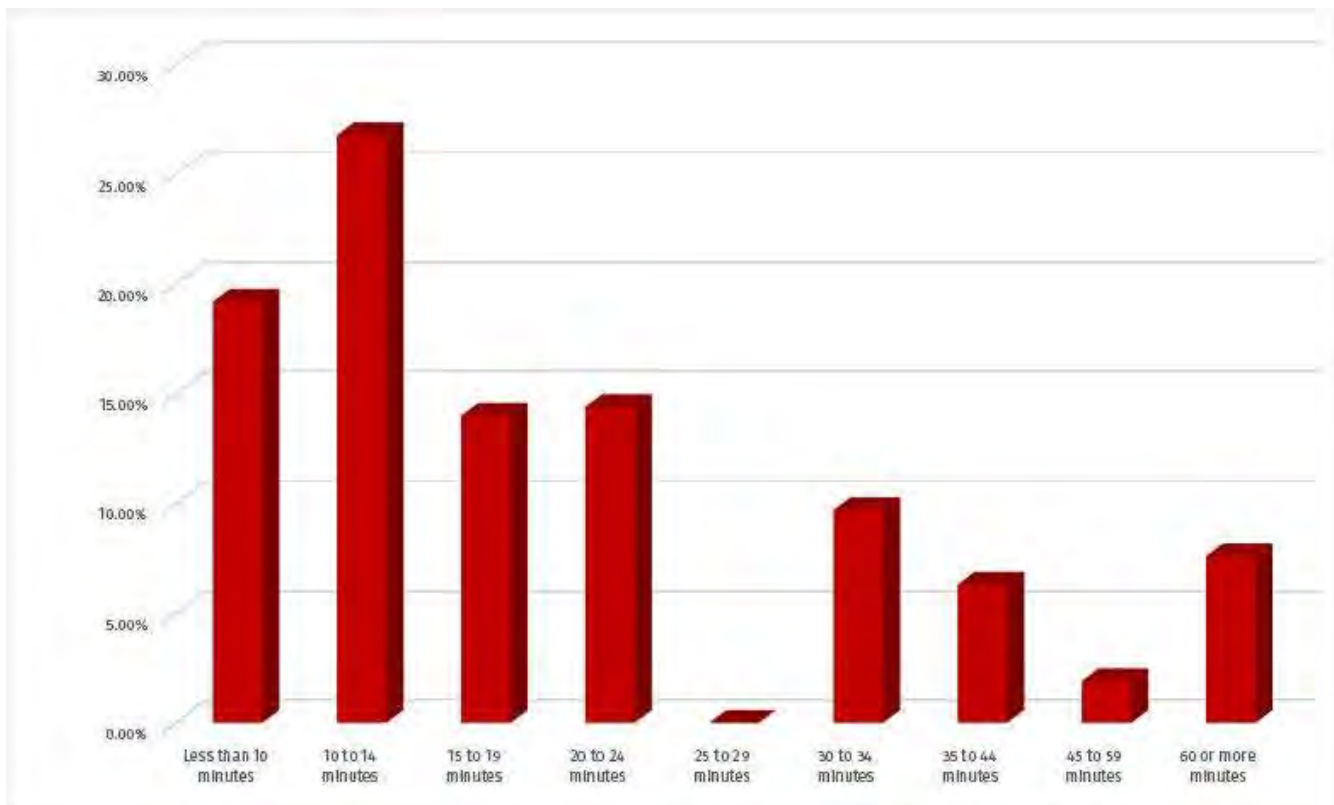
HOUSEHOLD INCOME	PRIMARY TRADE AREA	SECONDARY TRADE AREA
INCOME < \$15,000	1,283	2,433
INCOME \$15,000 - \$24,999	645	1,470
INCOME \$25,000 - \$34,999	856	1,569
INCOME \$35,000 - \$49,999	685	1,707
INCOME \$50,000 - \$74,999	811	2,058
INCOME \$75,000 - \$99,999	453	1,173
INCOME \$100,000 - \$124,999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

PRIMARY TRADE AREA	Tapestry Segment	% of Households
	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%

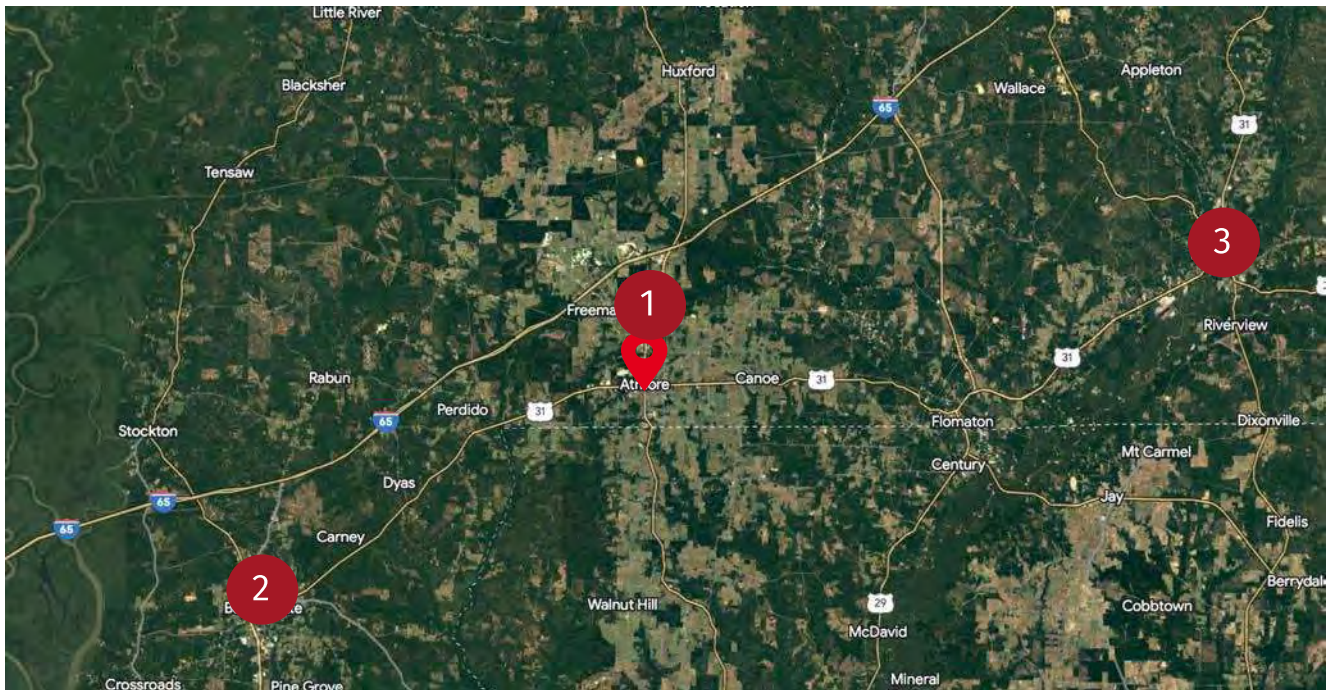
Segmentation	Socioeconomic Traits	Market Profile
Rooted Rural (10B) Average Household Size: 2.48 Median Age: 45.2 Median Household Income: \$42,300	• Shoppers use coupons frequently and buy generic goods. • Do-it-yourself mentality; grow their own produce and work on their cars and ATVs. • Pay bills 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.	• 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.
Rural Bypasses (10E) Average Household Size: 2.55 Median Age: 40.4 Median Household Income: \$33,000	• 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.	• 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.
Southern Satellites (10A) Average Household Size: 2.67 Median Age: 40.3 Median Household Income: \$47,800	• 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.	• 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.
Salt of the Earth (6B) Average Household Size: 2.59 Median Age: 44.1 Median Household Income: \$56,300	• 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.	• 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
Small Town Sincerity (12C) Average Household Size: 2.26 Median Age: 40.8 Median Household Income: \$31,500	• 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.	• 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.
Midlife Constants (5E) Average Household Size: 2.31 Median Age: 47.0 Median Household Income: \$53,200	• 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.	• 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.
Heartland Communities (6F) Average Household Size: 2.39 Median Age: 42.3 Median Household Income: \$42,400	• 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.	• 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
Comfortable Empty Nesters (5A) Average Household Size: 2.52 Median Age: 48.0 Median Household Income: \$75,000	• 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.	• 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.
Modest Income Homes (12D) Average Household Size: 2.56 Median Age: 37.0 Median Household Income: \$23,900	• 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.	• 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.
Economic BedRock (10C) Average Household Size: 2.54 Median Age: 41.3 Median Household Income: \$42,100	• 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.	• 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