

# Land for Development



**Land**  
**\$1,500,000**  
**NEW DEVELOPMENT ADJACENT**  
**0.71 ACRES**  
**B-3 Zoning**  
**Birmingham, AL MSA**

1481 MONTGOMERY HIGHWAY  
Vestavia Hills, AL 35216  
OFFERING MEMORANDUM

1481 Montgomery Hwy  
Vestavia Hills, AL 35216



## EXCLUSIVELY PRESENTED BY:



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## INVESTMENT HIGHLIGHTS

- **0.71 Acres of Land:** redevelopment opportunity.
- **Directly Adjacent to Redevelopment:** The site abuts 3.55 acres of land - former Days Inn that is being redeveloped by Village Creek Development.
- **Brand New Retail Development:** A few hundred feet north from the site, two brand new restaurants opened their doors in 2025. A Waldo's Chicken & Beer restaurant and Big Bad Breakfast right next door. A block from there is a brand new Guthrie's Chicken.
- **Dense Retail Pocket:** Highway 31 has traffic counts above 36,000 vehicles per day and houses national retailers such as Walmart, Chevron, Bruster's, Arby's, Waffle House, Captain D's, Zaxby's, Dunkin and more.
- **High Average Household Income:** Household income within a 3-mile radius of the property is over \$108,000.

# INVESTMENT SUMMARY

- **Prime Location:** Directly at the offramp of Interstate 65, with traffic counts over 120,000 VPD and surrounded by brand new retail development and future development sites.
- **Strong Demographics:** Affluent, rapidly growing suburb of Birmingham with above-average household incomes of \$108,000+.
- **Development:** Opportunity to align development with other nearby development projects taking place
- **High Main Thoroughfare of Vestavia Hills:** Traffic counts on highway 31 exceed 36,000 vehicles per day.
- **Flexible Redevelopment Potential:** B-3 Zoning allows for a variety of retail, restaurant, and service uses.

## PRELIMINARY VISION



The above rendering includes the subject property as well as the former Days Inn property. The rendering is taken from City of Vestavia Hills' Request for Master Developers for their Days Inn project.



62,000+  
Residents  
Within 3  
Miles



High  
Average  
Household  
Income  
\$108,000+



B-3 Zoning  
allows for all  
types of  
retail uses

# INVESTMENT SUMMARY

- **Sale Price: \$1,500,000**
- **Lot Size: 0.71 Acres**
- **Traffic: 36,000 VPS**
- **3-Mile Average HHI: \$108,000+**
- **3-Mile Population: 69,000+**
- **New Development: All along Montgomery Highway**



The 0.71-acre site at 1481 Montgomery Highway offers prime visibility, strong traffic, and proven retail synergy. Surrounded by new anchors like Big Bad Breakfast and Waldo's, it captures daily commuter flow, affluent demographics, and unmet coffee demand, making it ideal for a high-performing drive-thru coffee or neighborhood retail concept right off Interstate 65.

Table 6.5 B-3 District Area and Dimensional Regulations

Min. Yard Setbacks	
Front	30 ft
Rear	30 ft
Side	0-10 ft, See §6.5.2.1
Max. Building Height	5 stories

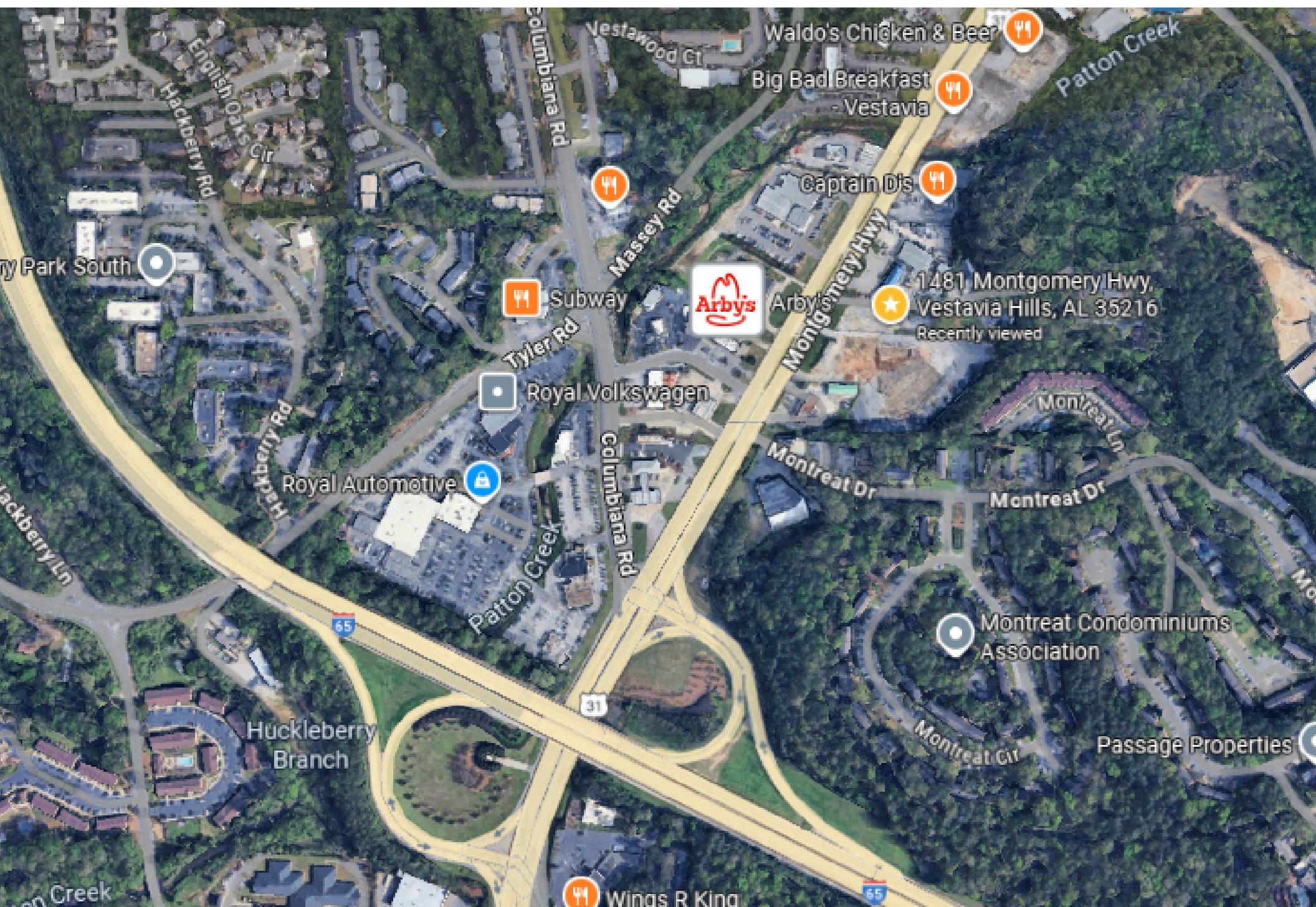


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# TRADE AREA Map



# IMMEDIATE AREA MAP

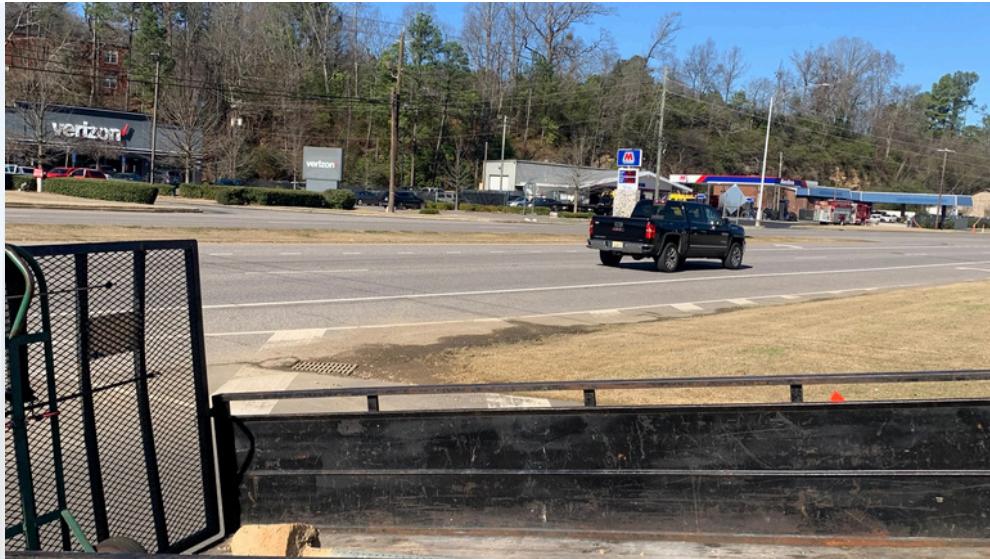


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# PHOTOS



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# BIRMINGHAM MARKET OVERVIEW

## Regional Scale and Economic Diversity

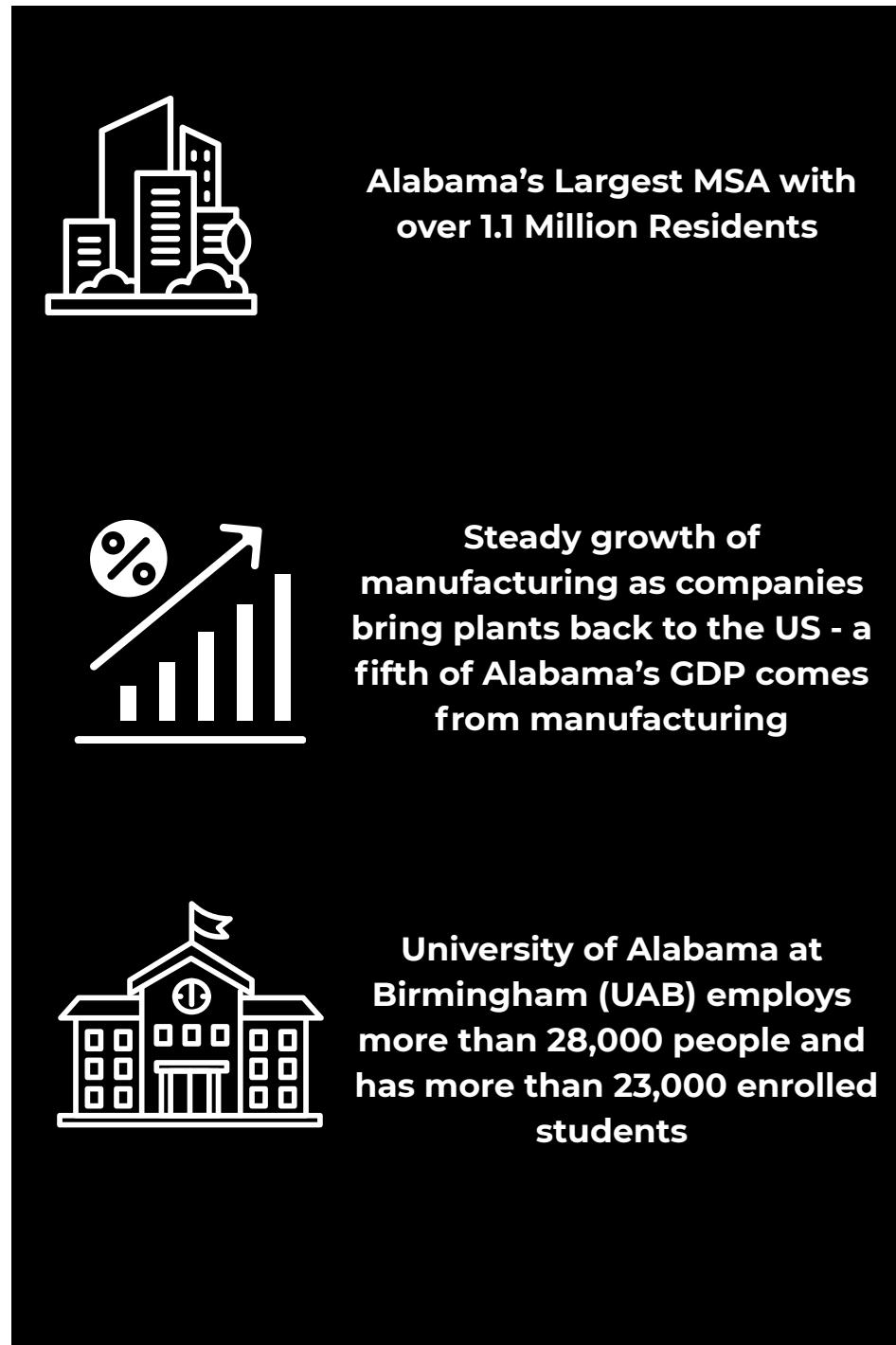
The Birmingham MSA is Alabama's largest metropolitan area, with more than 1.1 million residents, over twice the population of the next-largest metro. After declining during the Great Recession, the population has steadily rebounded to near pre-2008 levels. The region benefits from a diverse economic base anchored by financial services, government, trade, logistics, and manufacturing, with major employers including Regions Financial, Blue Cross BlueShield of Alabama, and Protective Life. Total employment in the MSA exceeds 575,000, providing a broad and stable labor market.

## Manufacturing and Automotive Strength

Manufacturing is a cornerstone of the Birmingham-area economy, accounting for nearly 20% of Alabama's GDP and continuing to grow as companies re-shore supply chains. Alabama is a well-established hub for automobile suppliers and manufacturers, and since 2018 the Greater Birmingham Region has attracted more than \$725 million in mobility-related capital investment, resulting in over 2,200 new jobs. This strong automotive and industrial presence supports long-term economic resilience and sustained employment growth.

## Institutional Anchors and Long-Term Stability

The University of Alabama at Birmingham (UAB) is the state's largest public employer, with more than 28,000 employees, over 23,000 students, and an annual economic impact exceeding \$12.1 billion. Additional stability comes from sizable government employment and continued investment by Mercedes-Benz, which now produces all of its electric vehicles in Alabama and partners locally on workforce development and advanced mobility technologies. Together, these institutional anchors provide a durable foundation for long-term regional growth.



# VESTAVIA HILLS MARKET OVERVIEW

## Affluent Demographics and Location Advantage

Vestavia Hills is one of the most affluent and stable suburbs in the Birmingham MSA, known for strong household incomes, high educational attainment, and consistent population growth. Strategically located along U.S. Highway 31 and minutes from downtown Birmingham, Mountain Brook, and Hoover, the city benefits from excellent regional connectivity and sustained commuter traffic. These factors make Vestavia Hills a highly desirable market for retail, restaurant, and service-oriented development.

## Retail Corridor and Economic Vitality

The Montgomery Highway corridor serves as Vestavia Hills' primary commercial spine, featuring a mix of national retailers, successful local concepts, and new infill redevelopment. Recent additions such as Big Bad Breakfast and Waldo's Chicken & Beer highlight continued tenant demand and reinforce the area's retail momentum. High traffic counts, limited available land, and strong consumer spending support durable retail performance and favor well-located neighborhood and drive-thru concepts.

## Stability, Governance, and Long-Term Demand

Vestavia Hills is recognized for strong city governance, high-quality public services, and top-ranked schools, all of which contribute to long-term residential and economic stability. The city's proactive approach to redevelopment and infrastructure investment encourages thoughtful commercial growth while preserving community character. Combined with a loyal local customer base and proximity to major employment centers, Vestavia Hills offers a low-risk, high-quality environment for long-term retail investment and development.



**Vestavia Hills is one of the most affluent suburbs in the Birmingham MSA, known for strong household incomes and consistent population growth**

**Strong consumer spending supports durable retail performance and well-located drive-thru concepts**

**Proactive approach to redevelopment and infrastructure investment**

# DEMOGRAPHICS

Overview	Radius		1 mile	3 miles	5 miles
The site is supported by a dense and established customer base, with <b>9,407 residents</b> and 4,071 households <b>within 1 mile</b> and 62,371 residents across 26,081 households within 3 miles, providing <b>strong daily traffic</b> potential for convenience-oriented retail. Household fundamentals are solid, with <b>average household income of \$98,012 within 1 mile</b> and \$108,824 within 3 miles, alongside a meaningful concentration of households earning \$100,000+ annually, <b>supporting frequent discretionary spending.</b> Surrounding residential density is complemented by strong median home values of \$324,606 (1 mile) and \$338,606 (3 miles), reflecting <b>an established trade area well suited for new neighborhood-serving retail such as coffee, QSR, or service-oriented concepts.</b>	Population		9,831	69,575	153,966
	2020 Population		9,407	62,371	143,583
	2029 Population Projection		9,216	60,278	141,582
	Annual Growth 2020-2024		-1.1%	-2.6%	-1.7%
	Annual Growth 2024-2029		-0.4%	-0.7%	-0.3%
	Households				
	2020 Households		4,286	29,325	65,161
	2024 Households		4,071	26,081	60,349
	2029 Household Projection		3,984	25,172	59,432
	Annual Growth 2020-2024		-0.2%	-0.4%	-0.3%
	Annual Growth 2024-2029		-0.4%	-0.7%	-0.3%
	Avg Household Size		2.2	2.3	2.3
	Avg Household Vehicles		2	2	2
	Housing				
	Median Home Value		\$324,606	\$338,606	\$359,109
	Median Year Built		1973	1978	1982
	Owner Occupied Households		2,189	14,568	33,830
	Renter Occupied Households		1,795	10,604	25,602
	Household Income				
	< \$25,000		578	3,233	8,837
	\$25,000 - 50,000		1,049	5,317	10,987
	\$50,000 - 75,000		636	3,700	9,130
	\$75,000 - 100,000		433	3,192	7,081
	\$100,000 - 125,000		433	3,060	5,990
	\$125,000 - 150,000		217	1,594	3,735
	\$150,000 - 200,000		226	2,456	5,880
	\$200,000+		497	3,530	8,708
	Avg Household Income		\$98,012	\$108,824	\$109,918
	Median Household Income		\$66,537	\$81,195	\$79,307



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