

INVESTMENT OPPORTUNITY



MIDFIELD PLAZA

40 Phillips Drive, Midfield, AL 35211

\$13,000,000 - RETAIL CENTER



CONFIDENTIAL OFFERING MEMORANDUM

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Andrew Loveman, CCIM

205.380.3398

andrew@hsccommercial.com

Jacob Word

256.651.9017

jacob@hsccommercial.com



SECTION ONE

OVERVIEW



Midfield Plaza | 40 Phillips Drive



PROPERTY SUMMARY

Address:	40 Phillips Drive, Midfield, AL
APN:	30-00-24-2-001.001,.051
Price:	\$13,000,000
Building SF:	166,220 SF
Price/SF:	\$78.21
NOI:	\$975,264
CAP Rate:	7.5%
Occupancy:	80%
County:	Jefferson
Lot Size:	12.28 Acres
Frontage:	Bessemer Super Hwy (4 Curb Cuts)
Signage:	2 Pylon Signs
Parking:	780 Surface Spaces
Year Built:	1968
Zoning:	B2

PROPERTY OVERVIEW

Midfield Plaza, located in Midfield, AL- a suburb of Birmingham with a 1.2 million-person MSA- is a well-established neighborhood shopping center that has been owned and operated by the same ownership group for decades. The property is anchored by Piggly Wiggly, Rainbow Fashions, RNR Tires, and Furniture Masters, providing daily-needs and destination retail that drive consistent traffic to the center. Complementing the anchors is a di-verse tenant mix that serves the surrounding community's essential retail and service needs.

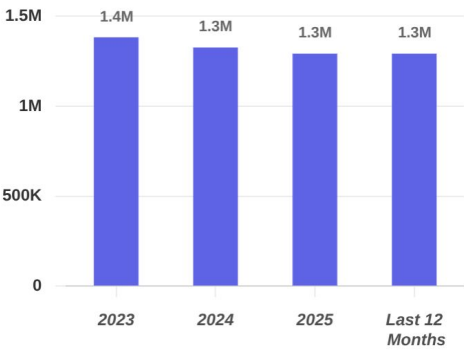
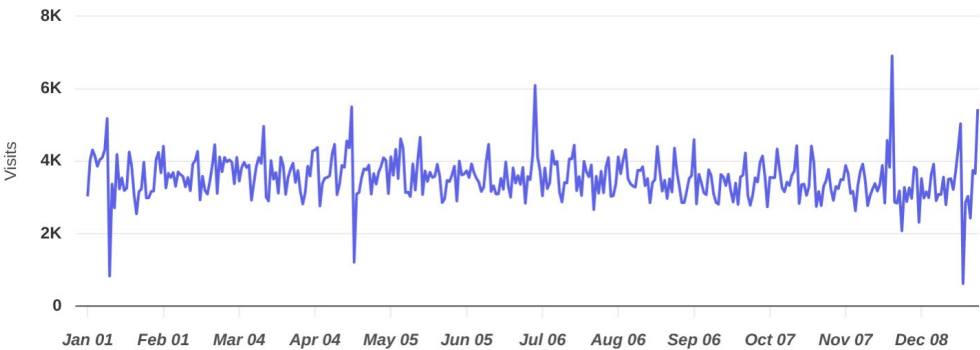
The center is further enhanced by strong outparcel tenancy, including McDonald's, Ocean Seafood, and Vital Smiles, creating additional traffic generators and long-term income stability. Midfield Plaza offers a comprehensive mix of neighborhood-serving uses, including grocery, cell phones, pharmacy, hair and nail salons, apparel, tires, fast food, furniture, and other service-oriented retailers.

Strategically located along Bessemer Super Highway (Highway 11) at By Williams Drive, the property benefits from excellent visibility and multiple points of ingress and egress, allowing for efficient traffic flow throughout the site. One of the access points is a signalized intersection on Bessemer Super Highway, further enhancing accessibility and exposure. The center features a large pylon sign with capacity for all tenants.

Midfield Plaza includes existing vacancies, presenting a compelling value-add opportunity for investors. The center's strong historical occupancy and long standing tenant base underscore its stability, with multiple tenants operating at the property for 15+ years, including Piggly Wiggly, McDonald's, Vital Smiles, EZ Pawn, Insurall, Bestway Rental, AM Wings, and Midfield Institute of Cosmetology. These long-term relationships highlight the center's role as a durable neighborhood retail destination and provide a solid foundation for lease-up and rental upside.



MIDFIELD PLAZA - DAILY VISITS



Daily | Visits | Jan 1st, 2025 - Dec 31st, 2025
Data provided by Placer Labs Inc. (www.placer.ai)



2025 Visits
1.3M

Avg Dwell Time
26 Min

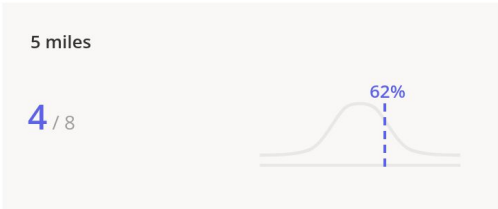
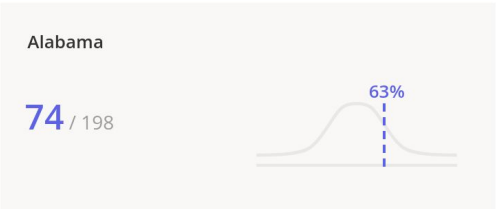
Visits/SF
7.78

Visitors
144.8K

Visit Frequency
8.93

Panel Visits
85.8K

MIDFIELD PLAZA - RANKING



Category: Neighborhood Centers | Visits | Jan 1st, 2025 - Dec 31st, 2025
Data provided by Placer Labs Inc. (www.placer.ai)



SECTION TWO

PROPERTY INFORMATION



Midfield Plaza | 40 Phillips Drive

PROPERTY INFO

PROPERTY PHOTOS



PROPERTY INFO

SITE AERIAL



LOCATION

AREA AERIAL



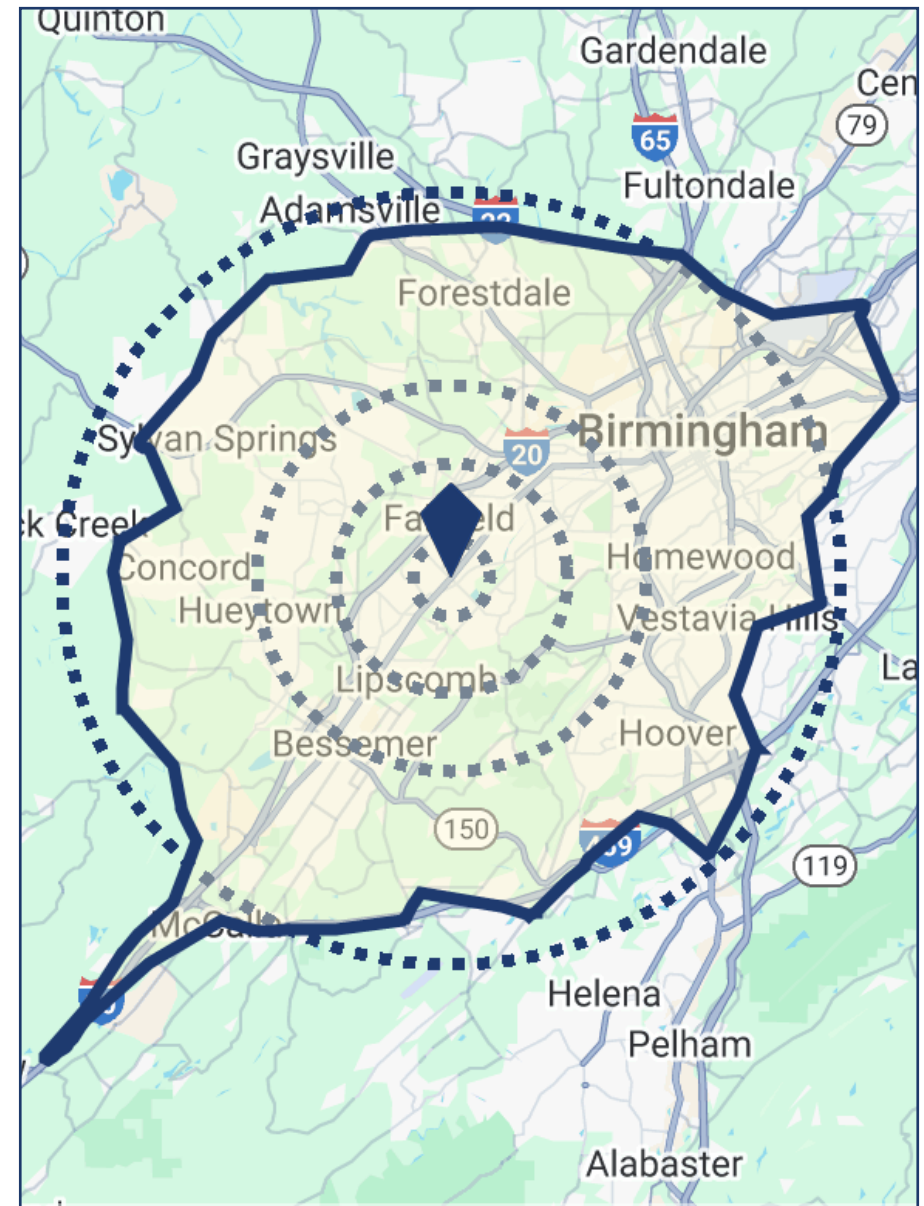
SECTION FIVE

MARKET INFORMATION





	<u>3 MI</u>	<u>5 MI</u>	<u>10 MI</u>	<u>20 Min</u>
Population	54,409	122,532	381,717	359,552
Median Age	41	40	38	38
Employment	13,343	47,827	308,716	166,079
Households	22,562	51,818	159,073	150,638
Med HH Income	\$38,913	\$40,797	\$52,938	\$56,505
Avg HH Income	\$50,065	\$56,676	\$80,732	\$86,628
Med Home Value	\$75,446	\$99,468	\$210,952	\$236,554
Med Year Built	1959	1965	1972	1970



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