

MIDCITY DISTRICT

ENCORE MIDCITY
RETAIL OPPORTUNITY

HUNTSVILLE, AL



ENCORE MIDCITY RETAIL

ABOUT THE PROPERTY

Encore MidCity is a six-story, 244-unit mixed-use residential community anchoring the music and innovation subdistrict of Huntsville's iconic MidCity District. Ideally positioned near Cummings Research Park (CRP) and Redstone Arsenal and just minutes from Downtown Huntsville and the City of Madison, Encore offers seamless access to the region's top employers and attractions. Located on Sanderson Road, the district's high-energy entertainment street, it serves as the connection to the entrance of CRP and the density of MidCity.

Blending timeless architecture with urban living, Encore's prime location places residents and visitors steps from The Orion Amphitheater, Trader Joe's, the 40-acre Apollo Park, and a curated mix of dining, entertainment, and retail. With its dynamic design and unbeatable walkability, Encore is set to become a vibrant anchor of MidCity.

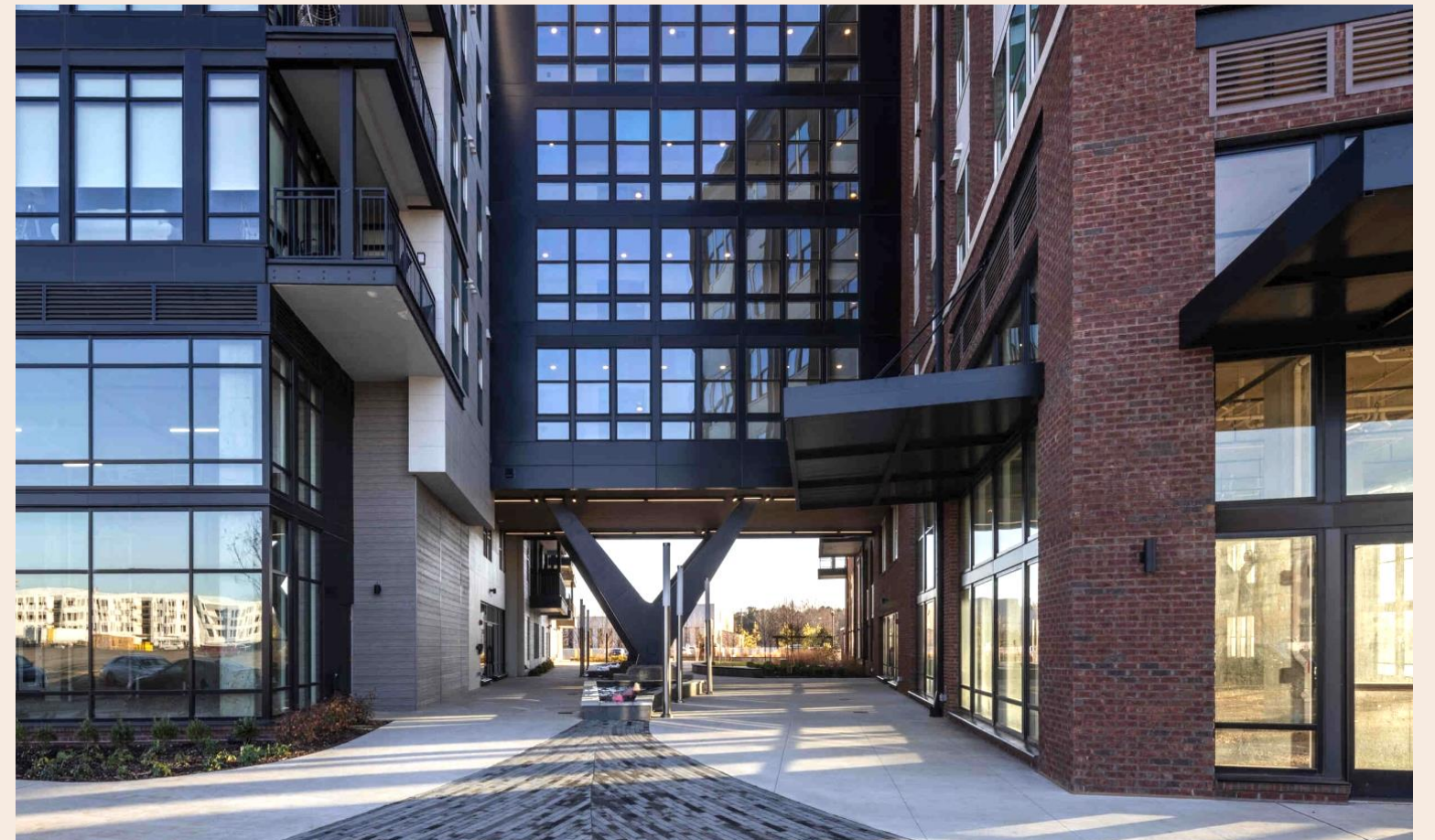
PROPERTY SPECIFICATIONS

Space Available 11,856 SF Retail

Delivery Condition Cold Dark Shell

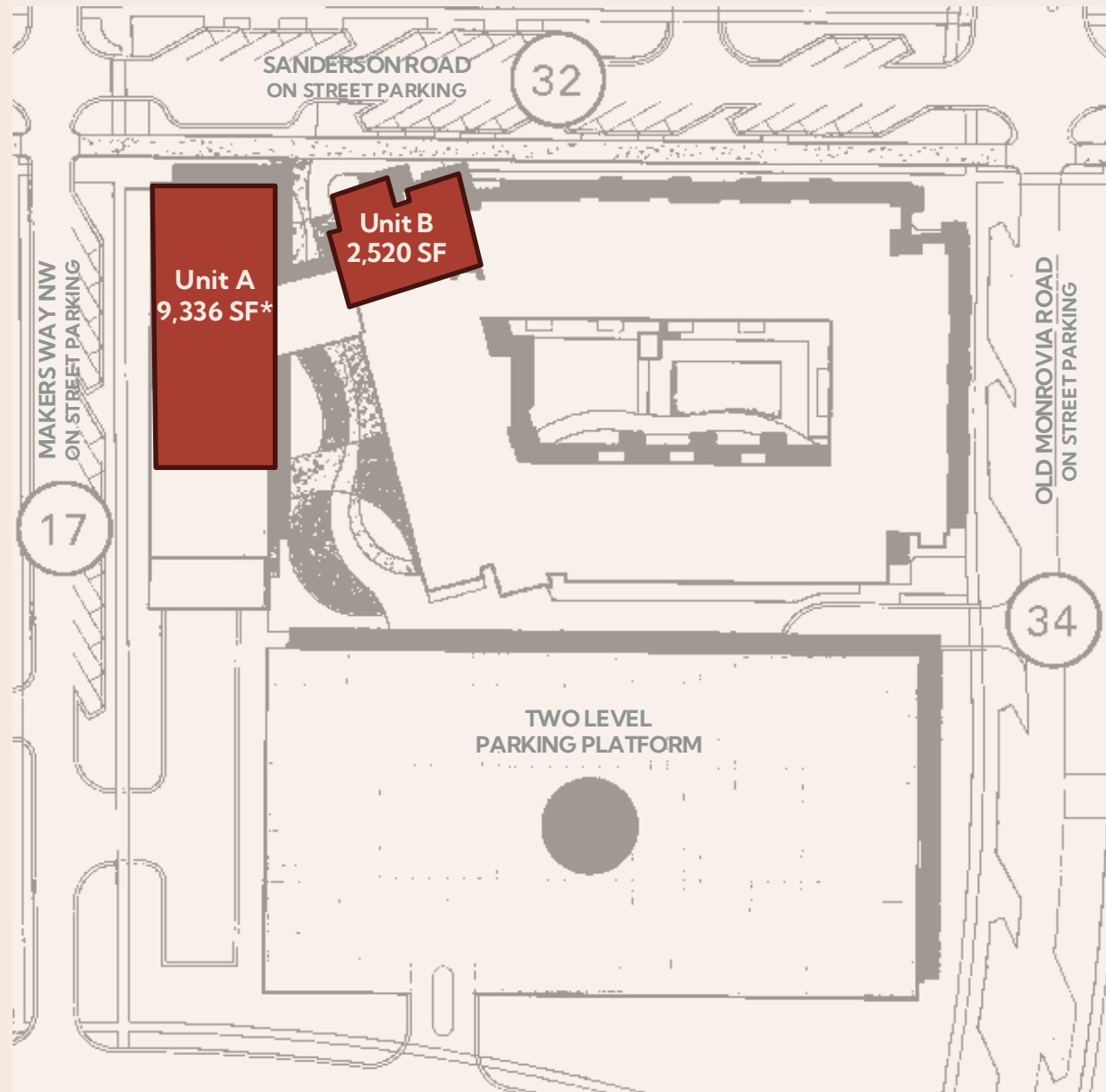
PROPERTY FEATURES

- Located on the main entertainment street of MidCity District
- Ground-floor space of a luxury apartment community with 244-units
- Modern designed store fronts installed
- Direct connection between Huntsville's primary employment area and the urbanity of MidCity District

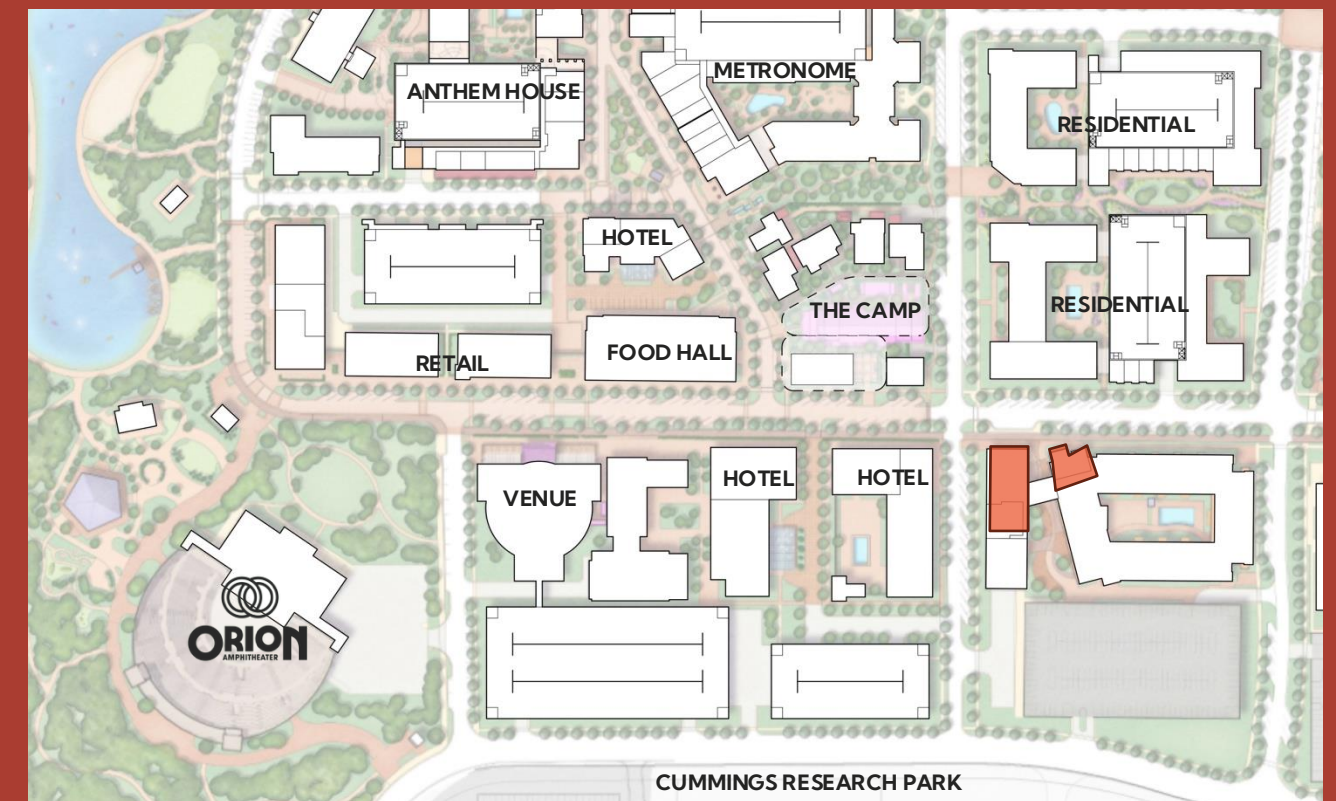


RETAIL OPPORTUNITIES

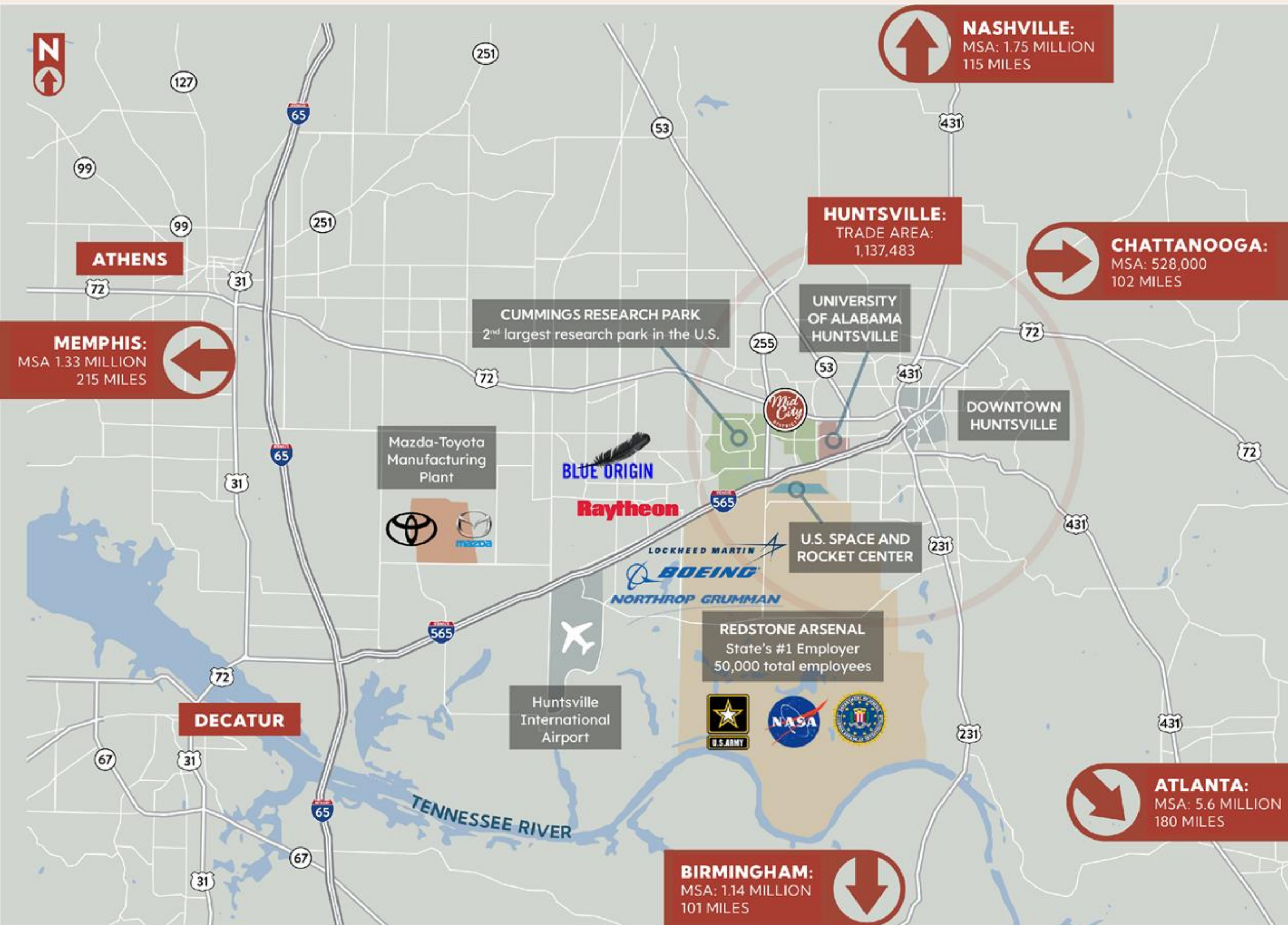
ENCORE MIDCITY RETAIL



- AVAILABLE
- SIGNED
- OPEN
- *DIVISIBLE



THE CENTER OF HUNTSVILLE'S MOMENTUM



1.14M

Trade Area Population

45,000 +

Tech and advanced manufacturing jobs added in the last 6 years

THE BEST

Place to Live + Work recognition in 2023 + 2024

#4

The South's Best Cities on the rise - Southern Living, March 2024

#25

Alabama's Most Educated City Ranked Top 25 Nationally - WalletHub, July 2023

#1

Best Job Market in the U.S. - SmartAsset, September 2023

An aerial night-time rendering of the MidCity District in Huntsville, Alabama. The image shows a dense cluster of modern, multi-story buildings with illuminated windows and streets. A prominent feature is a large, semi-circular amphitheater with a purple-lit interior, located in the lower right quadrant. To the left of the amphitheater is a large, green, circular area with several circular structures, likely a park or sports field. The overall scene is lit with a mix of warm and cool tones, creating a vibrant urban atmosphere. A white box in the top left corner contains the text 'MIDCITY X DISTRICT'. A red rectangular highlight is placed over a specific building in the upper right, with a red line extending from it to a text box in the bottom right corner.

MIDCITY X DISTRICT

STEPS AWAY FROM ORION AMPHITHEATER AND CUMMINGS RESEARCH PARK

Conveniently located at the Sanderson Road main point of entry for MidCity District, Encore's retail space seamlessly connects Huntsville's primary employment area to the residential density, anchoring the entertainment subdistrict of MidCity.

MIDCITY X DISTRICT

MIDCITY OVERVIEW

BY THE NUMBERS

\$2.2B

In Private Investment

140 Acre

Mixed-Use District

5.8M

Visits in 2025



306,000 SF

Innovation & Entertainment Space

400,000 SF

High-tech Office

1,865 UNITS

Multifamily

925 ROOMS

Hospitality

8,000 CAPACITY

World-class Amphitheater

40 ACRE

Public Park & Recreation Space

660,000 SF

Curated Retail Space

ENERGY ALL DAY. EVERY DAY.

DAYTIME ENERGY

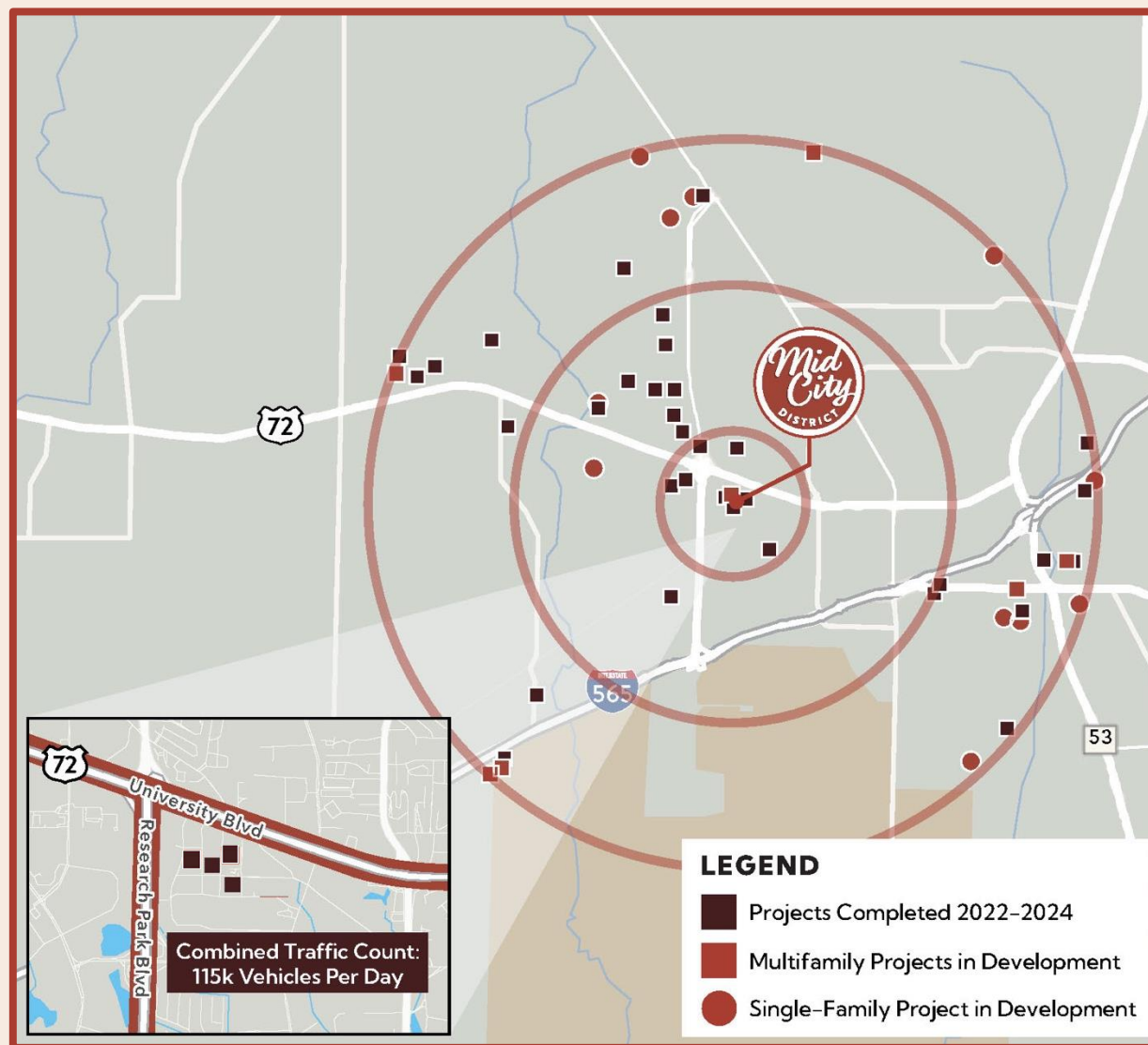
MidCity is at the center of Huntsville's employment hub, surrounded by **20 million square feet of office space** in Cummings Research Park and Redstone Arsenal. With **80,000+ professionals** nearby, the district sees strong daytime traffic from office workers looking for coffee, lunch, and after-work spots.

NEW DENSITY

MidCity transitions from work to play with a projected **trade area population of 210,000** and thousands of new residents moving in based on **70 new residential developments**. Positioned on University Drive, Huntsville's main retail corridor, it's a prime destination for dining, shopping, and nightlife.

EPISODIC TRAFFIC & DESTINATION APPEAL

5.8 million visits trailing 12 months 2025 (29% increase since 2021) driven by concerts, festivals, and year-round events drive massive crowds to MidCity. The Orion Amphitheater brings upwards of **8,000 people for 30+ concerts annually**, while the District's year-round programming and festivals ensures a steady flow of visitors, keeping the district active day and night.



15,900
New Residents within 3-Mile Radius based on New Development
36% Growth 2020-24

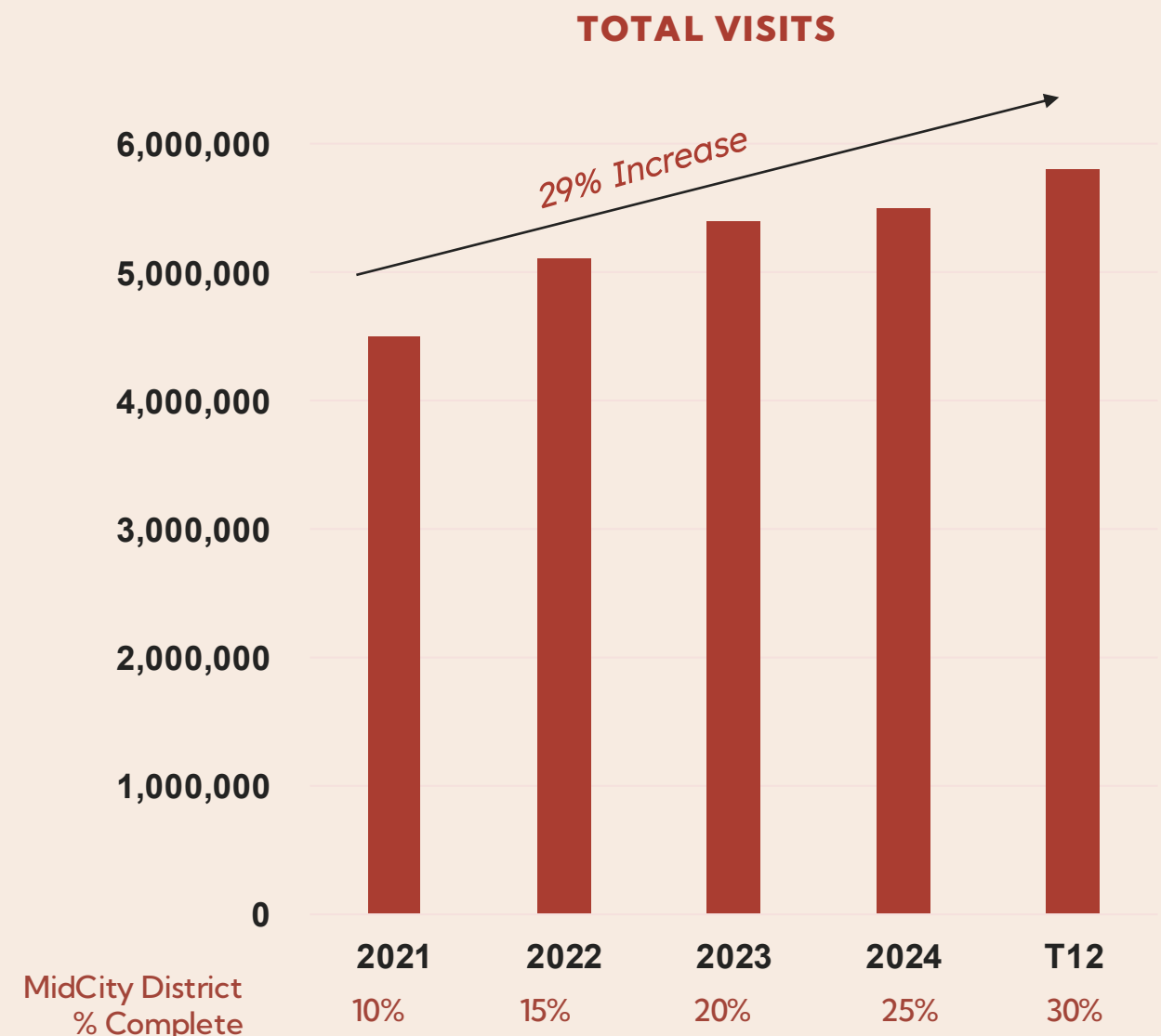
35,200
New Residents within 5-Mile Radius based on New Development
30% Growth 2020-24



MIDCITY VISITS + DWELL TIME

TOTAL VISITS TREND OVERVIEW			
	2021	Trailing 12-Mo	% Increase
Visitors	1.4 Million	1.6 Million	14%
Average # of Visits	3.18	3.62	14%
Total Visits	4.5 Million	5.8 Million	29%

DAYTIME VISITS			
	2021	Trailing 12-Mo	% Increase
Visits	1,500,000	1,900,000	27%
Visitors	652,200	716,700	10%



2024 DWELL TIME HIGHLIGHTS

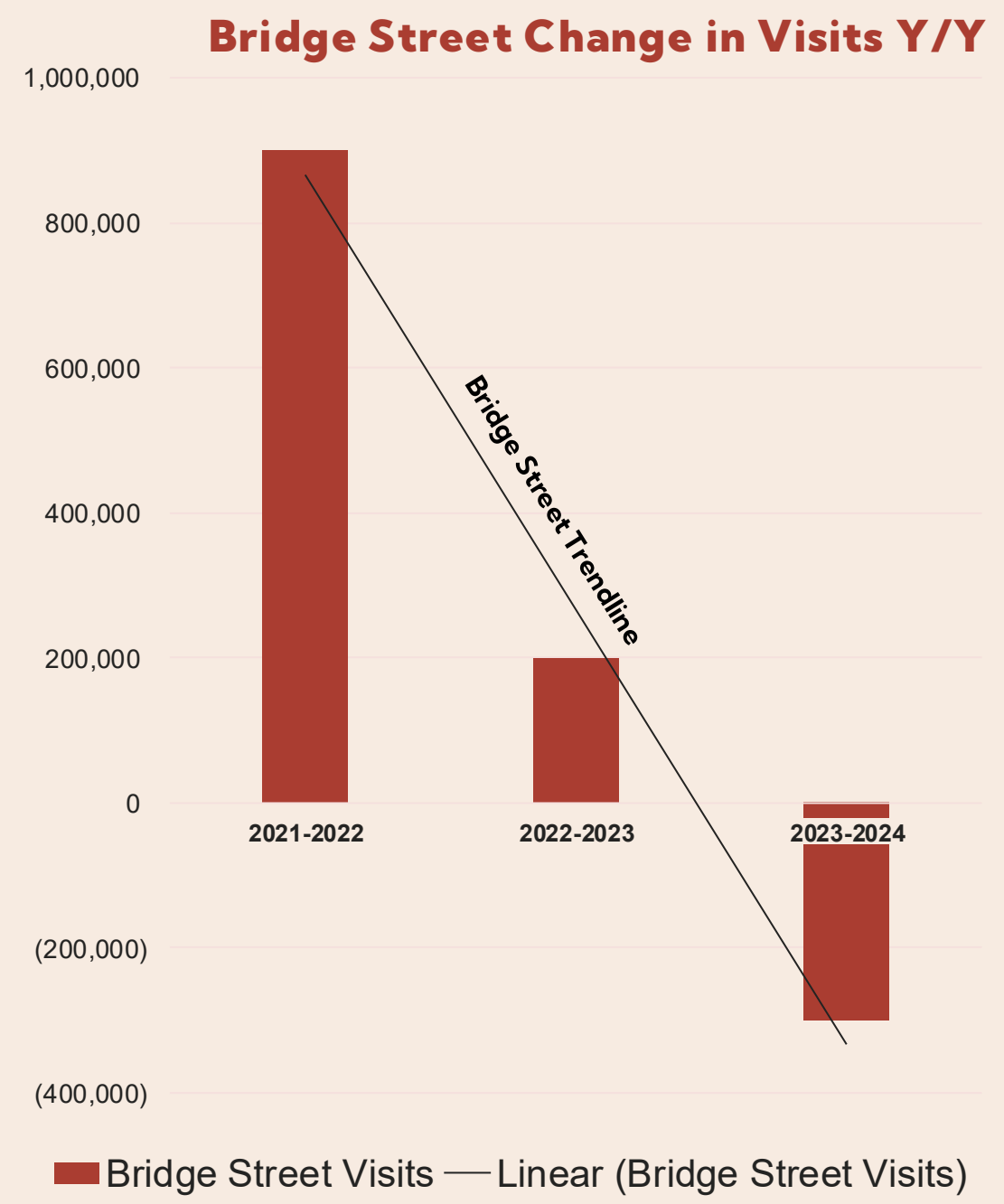
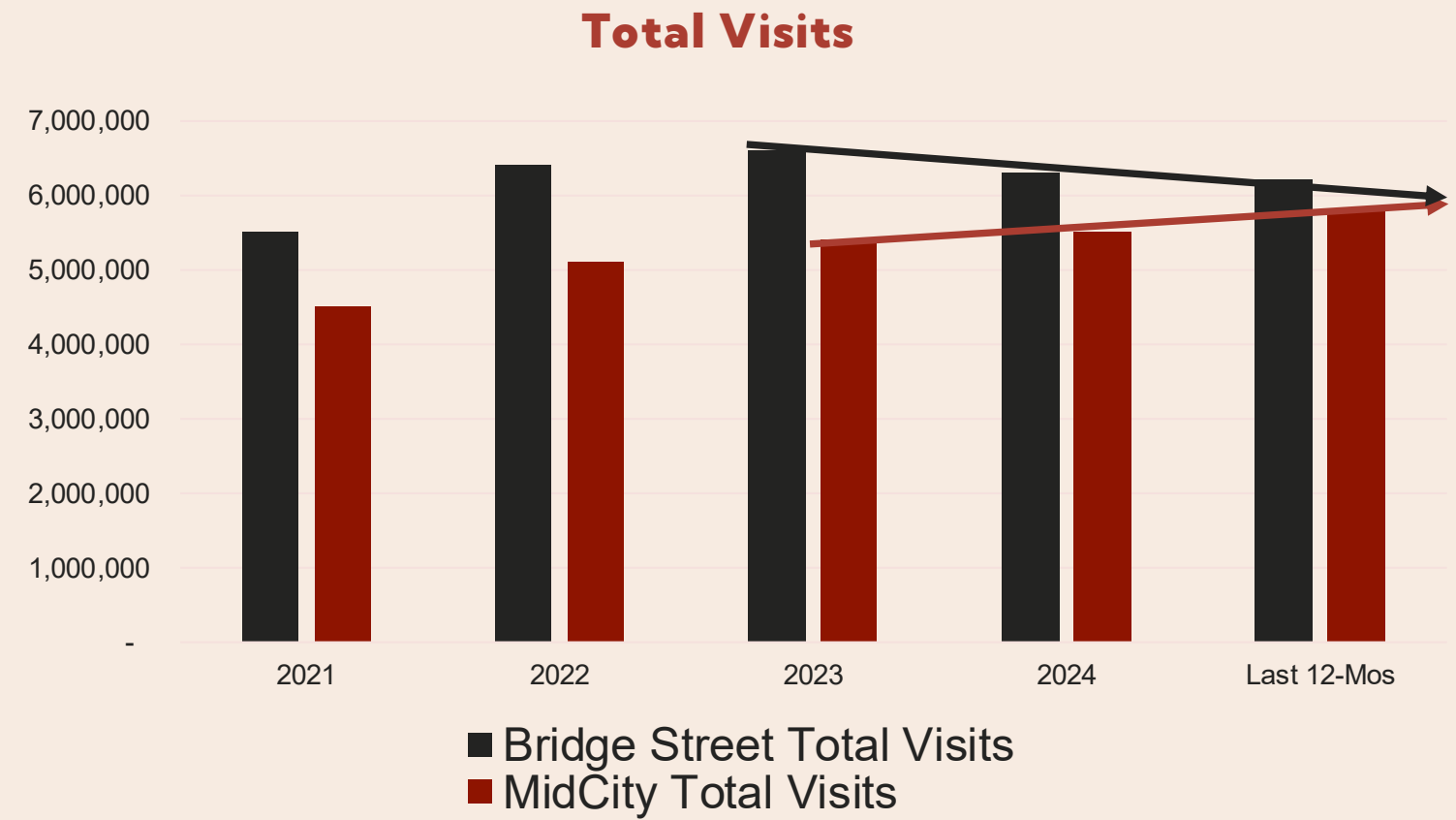
89 MINUTES: AVERAGE DWELL TIME ON SITE

757K

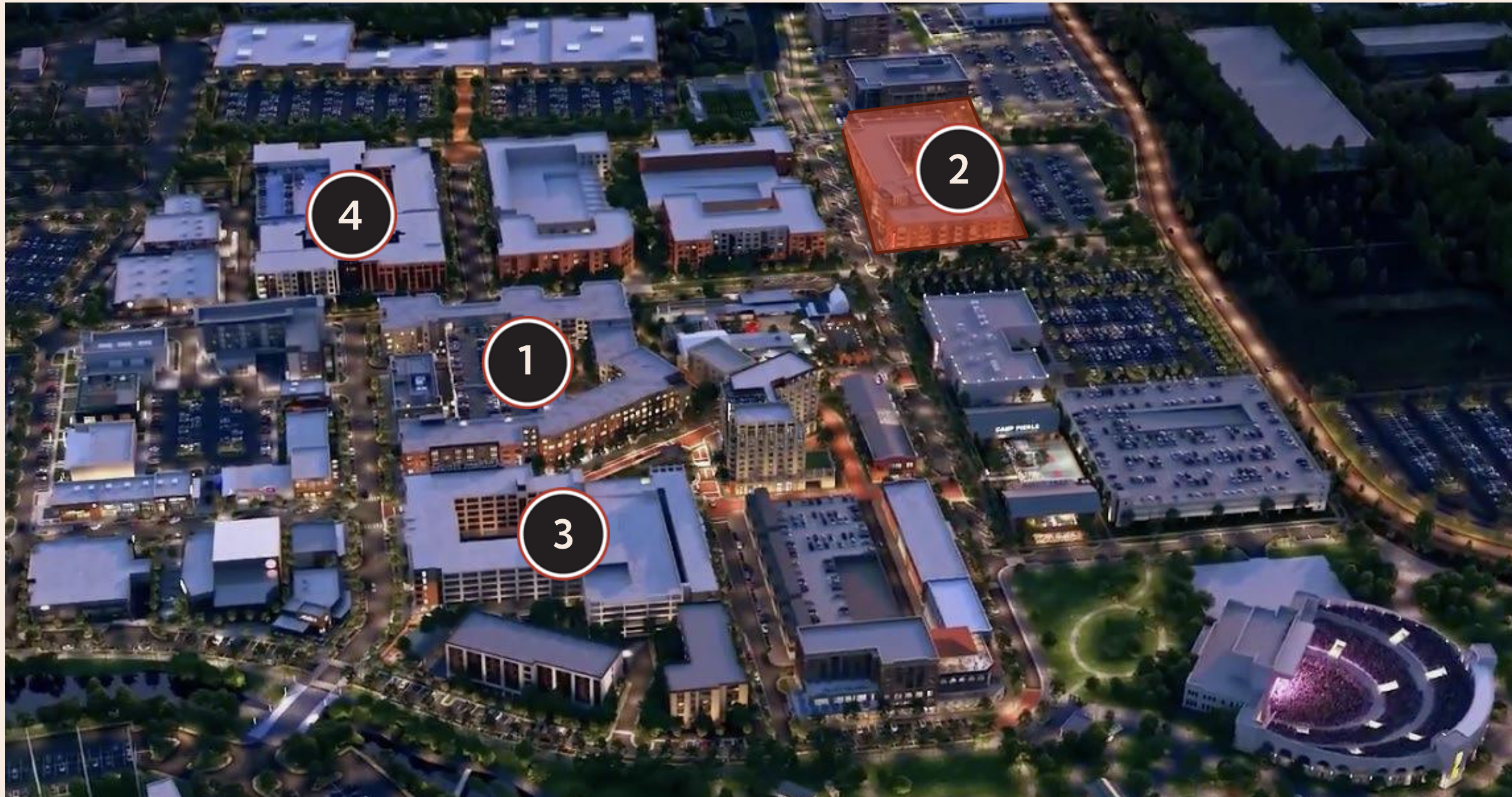
VISITS FOR LONGER THAN 2.5 HOURS

MIDCITY DISTRICT VS BRIDGE STREET VISITOR TRAFFIC

	Bridge Street		MidCity	
Year	Total Visits	% Open	Total Visits	% Open
2021	5,500,000	100%	4,500,000	10%
2022	6,400,000	100%	5,100,000	15%
2023	6,600,000	100%	5,400,000	20%
2024	6,300,000	100%	5,500,000	25%
Last 12-Mos	6,200,000	100%	5,800,000	27%



RESIDENTS OF THE DISTRICT



METRONOME AT MIDCITY - 296 UNITS
96% LEASED



ENCORE LIVING- 244 UNITS
85% LEASED



ANTHEM HOUSE - 165 UNITS / 165 KEYS
OPENED Q4 2025

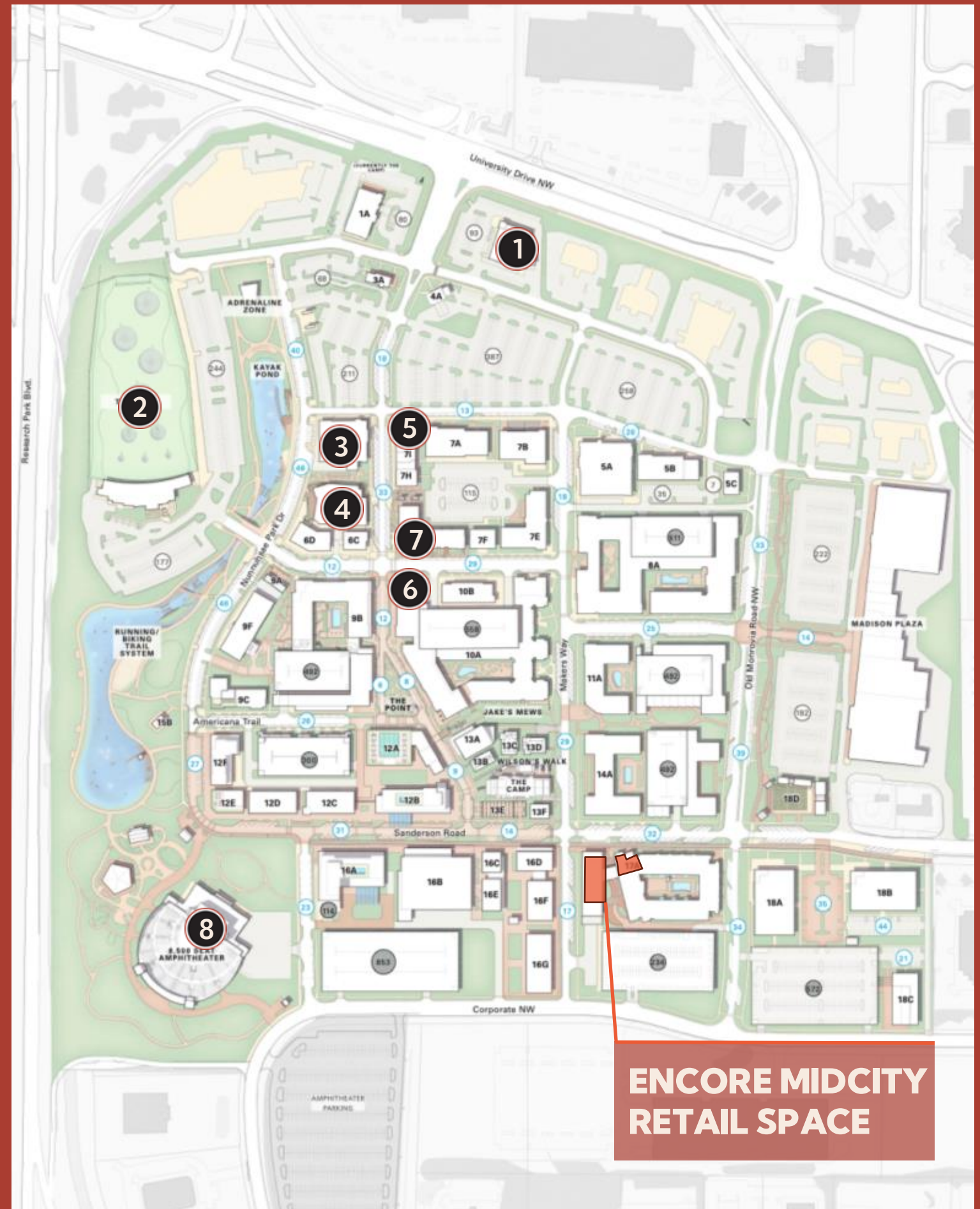


WELLORY LIVING- 328 UNITS
OPENED Q4 2025

**CURRENT
AVAILABILTY**

1,198 UNITS
NOW OPEN

NOW OPEN



COMING SOON



1 THE CAMP RELOCATION



2 DRAGON ALLEY



3 FLORIANA ITALIAN



4 FAME AVE RETAIL ROW



5 TEMPO HOTEL | 140 KEYS



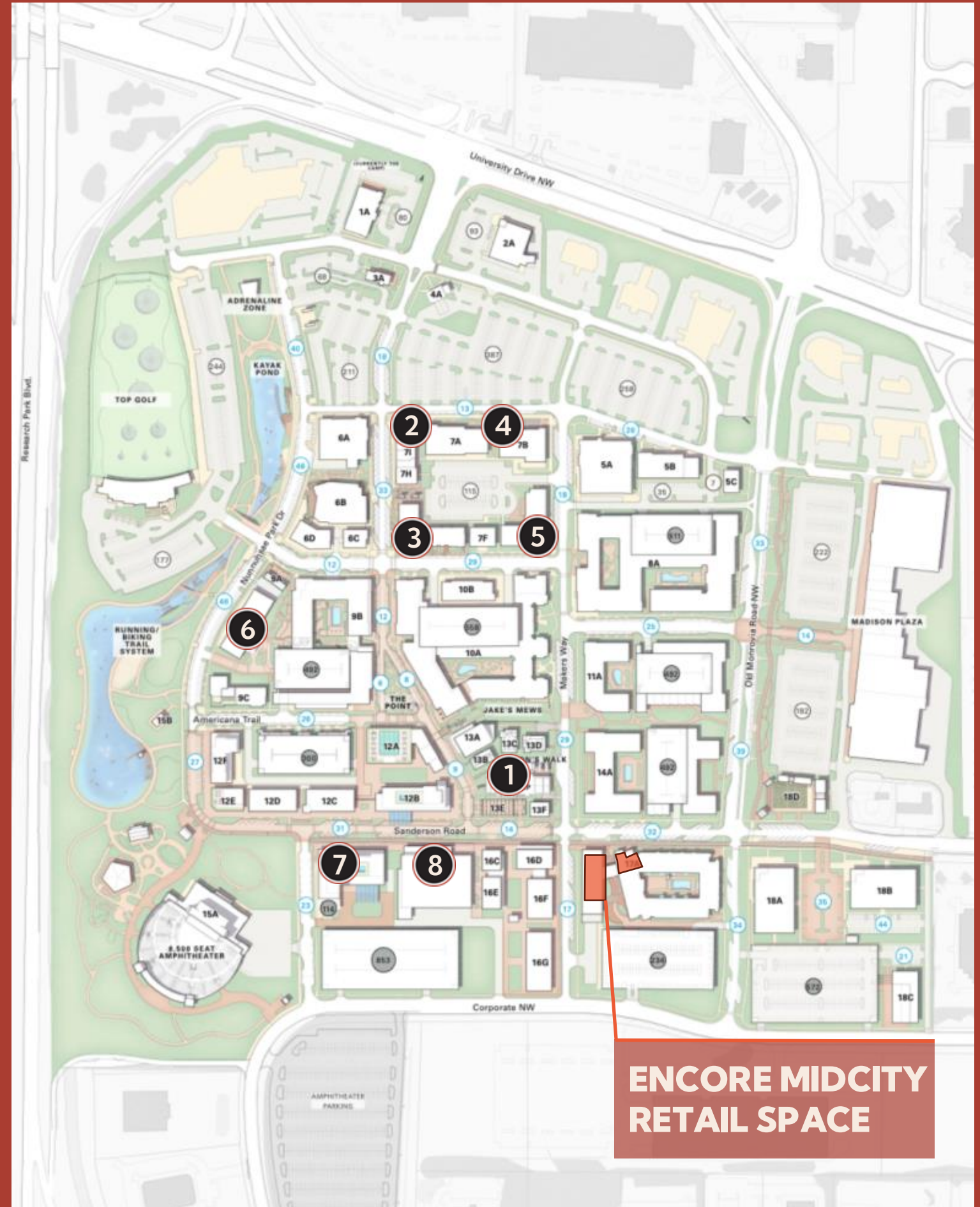
6 HOTEL INDIGO | 112 KEYS



7 MUSIC ROW



8 MUSIC-ANCHORED HOTEL





THE CAMP

The heartbeat and soul of MidCity with all-season music, events, local flavors, and a laid-back, community-driven atmosphere.

MARKET AT MIDCITY

Over 50 farmers, bakers, makers, and more gather each Sunday from March to November.



ORION AMPHITEATER

8,000-capacity award-winning destination venue with over 200 activated days annually.

YEAR-ROUND PROGRAMMING

Multiple festivals and celebration pop-ups for all ages with live music, themed food and drinks, and of course parties.



THE PLACE TO BE.

MidCity is a cultural hub where entertainment, food, and community come together in a dynamic, ever-evolving environment. At the heart of it all is **The Camp**, a lively gathering place with year-round programming, a full-service bar and restaurant, and a stage that showcases live music and entertainment. Home to **Greenroom Coffee Shop** and **Tamarind Island Grill**, The Camp offers a laid-back yet vibrant atmosphere, making it a go-to spot for locals and visitors alike.

Anchoring Huntsville's entertainment ecosystem is **The Orion Amphitheater**, a world-class music venue that not only hosts top-tier performances but also fuels the local economy. With **70,000+ hotel room nights** generated annually and **\$75 million in indirect dining sales**, The Orion creates an undeniable ripple effect, driving traffic and energy throughout the district.

Beyond music, MidCity thrives on community-driven events and seasonal traditions. **The Market at MidCity**, running March through November, brings together local farmers, artists, and makers, offering fresh produce, handmade goods, and home items. The District also hosts multiple festivals and pop-up celebrations throughout the year. For instance, **Mardi Gras at MidCity** transforms the district from January to March into a vibrant celebration of New Orleans culture, featuring authentic cuisine, festive drinks, and a true French Quarter atmosphere.

From live performances to curated experiences, MidCity is a place where culture is always in motion.

MIDCITY
DISTRICT



FOR MORE INFORMATION, PLEASE CONTACT

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COMPANIES