

Offering
Memorandum

Hwy 53 · Madison County, AL

34.83112°N 86.69991°W

— Pad Sites for Sale

Highway 53

Development Outparcels

*Huntsville, Alabama MSA
Madison County, Alabama*

Eight pad sites · ±8.75 acres · 31,190 VPD · 154 income index. Available individually in north Huntsville's fastest-growing residential corridor.

34.83112°N 86.69991°W

Subject of Offering

8 pads · ±8.75 ac

~1-1.4 ac each

Hwy 53 frontage · pad-ready

1,942 lots + 94 on site

Platted pipeline · 14 active subs

Bill Poole Realty
Commercial Real Estate · Est. 1973

Keith Hill · 256.808.7170
keith@billpoolerealty.com



Confidentiality Notice

This Offering Memorandum is confidential and prepared solely for the recipient's evaluation of the property described herein.

Recipient Acknowledgement

"By accepting this Offering Memorandum, recipient agrees to hold its contents in strictest confidence."

Your receipt of this Offering Memorandum ("OM") constitutes your acknowledgement that it is to be held in the strictest confidence and to be used to determine whether you desire to express interest in the acquisition of the Property described in the OM. In order to share this information with others, you must first obtain written authorization from Bill Poole Realty, LLC ("BPR"). Additionally, you shall not use any part of this OM in any manner detrimental to the Owners of the Property or BPR.

This OM contains information which is not purported to be all-inclusive or contain all the information one would need to evaluate the Property. The OM information has been obtained from sources deemed to be reliable but has not been verified for accuracy or completeness for any purpose and is not, in any way, warranted by the Owners of the Property or BPR.

All references to property dimensions, square-footage calculations and acreage or any other measurements are approximations. All information is presented "as-is" without representation or warranty. You are advised to obtain advice from independent sources to verify Property title, dimensions, calculations, conditions, and completeness of all information contained herein. Any reliance on the content of this OM is solely at your own risk.

The Owners expressly reserves the right, to reject any or all expressions of interest or offers to purchase the Property.

If you are a real estate broker, you must register with BPR your client's name before sharing this OM. You must provide: your name, email, phone number, real estate brokerage name, state that your licenses resides and name of the client. Nonresident brokers must comply with Alabama Real Estate License Law, Article 1, Section 34027-3. Failure to register and or not comply with Alabama Real Estate Law may impact Co-brokerage participation.

Table of Contents

Eight pad sites available individually. Premium north Madison County demographics. Hwy 53 frontage in the fastest-growing residential corridor in the MSA.

Contact

Keith Hill

Associate Broker · Bill Poole Realty

256.808.7170

keith@billpoolerealty.com



I The Opportunity

Executive Summary	04
Site Overview	05
The Site · 8 Outparcels	06
Pad Inventory	07

II The Market

Submarket Context	08
Demographics	09
Income Profile	10
Day-1 Captive Base	11
Active Subdivisions · 1,942 lots	12
Traffic · 31,190 VPD	13

III Lifestyle & Use Fit

Tapestry Lifestyle	14
Spending Profile	15
Use Suitability · Pad-by-Pad	16

IV Pricing & Disposition

Pricing & Disposition	17
Contact & Next Steps	18

The Opportunity

Eight pads. Sold individually.

Eight pad sites along the Highway 53 frontage in north Madison County — ±8.5 acres total, ~1-1.4 acres each — offered individually for sale. Sites suit QSR, fuel/c-store, casual dining, automotive, and service uses.

The trade area carries a 154 income index against the national average — premium HHI (\$134,791 at 3 mi) paired with 31,190 VPD on Hwy 53 and roughly 400 day-1 captive households between adjacent existing rooftops and the 94 incoming DR Horton homes filling the parcel's back side.

Beyond the day-1 base: 1,942 platted lots across 14 active subdivisions in the broader corridor — a permitted, under-construction rooftop pipeline that compresses brand decision cycles by 12–24 months.

Pad sites priced individually \$700K–\$1.4M each. Comparable corridors with weaker demographics have transacted briskly. This site leads the comp set on income, traffic, and rooftop pipeline.

At a Glance

Outparcels

8 pads

~1-1.4 ac each · ±8.75 ac total

Traffic

31,190

VPD · ALDOT

Day-1 Captive HHs

~400+

Existing + DR Horton Pipeline (94 HHs on site)

Frontage

Hwy 53

Primary north-south arterial

3-mi Median HHI

\$134K

154 index vs. national

HH Pipeline · 3 mi

1,942 + 94

Platted lots · 14 subs

Pricing per Pad

Sale Per Acre

\$800K – \$1.6M

Build-to-Suit

\$26 – \$38 / SF NNN

Disposition

Pads available individually · sale, ground lease, or BTS

Ground Lease

\$80K – \$160K / yr



The Site

On Highway 53 — north Madison County's fastest-growing corridor.

Highway 53 is the principal north–south arterial connecting the Madison/Research Park employment base to Toney, Ardmore, and the Tennessee state line. Toyota-Mazda manufacturing 10 miles southwest, Cummings Research Park / Redstone Arsenal employment, and the Madison rooftop boom drive both daytime and resident-side demand.

Frontage

Hwy 53

Primary arterial

Daily Traffic

31,190

VPD · ALDOT

Acreage

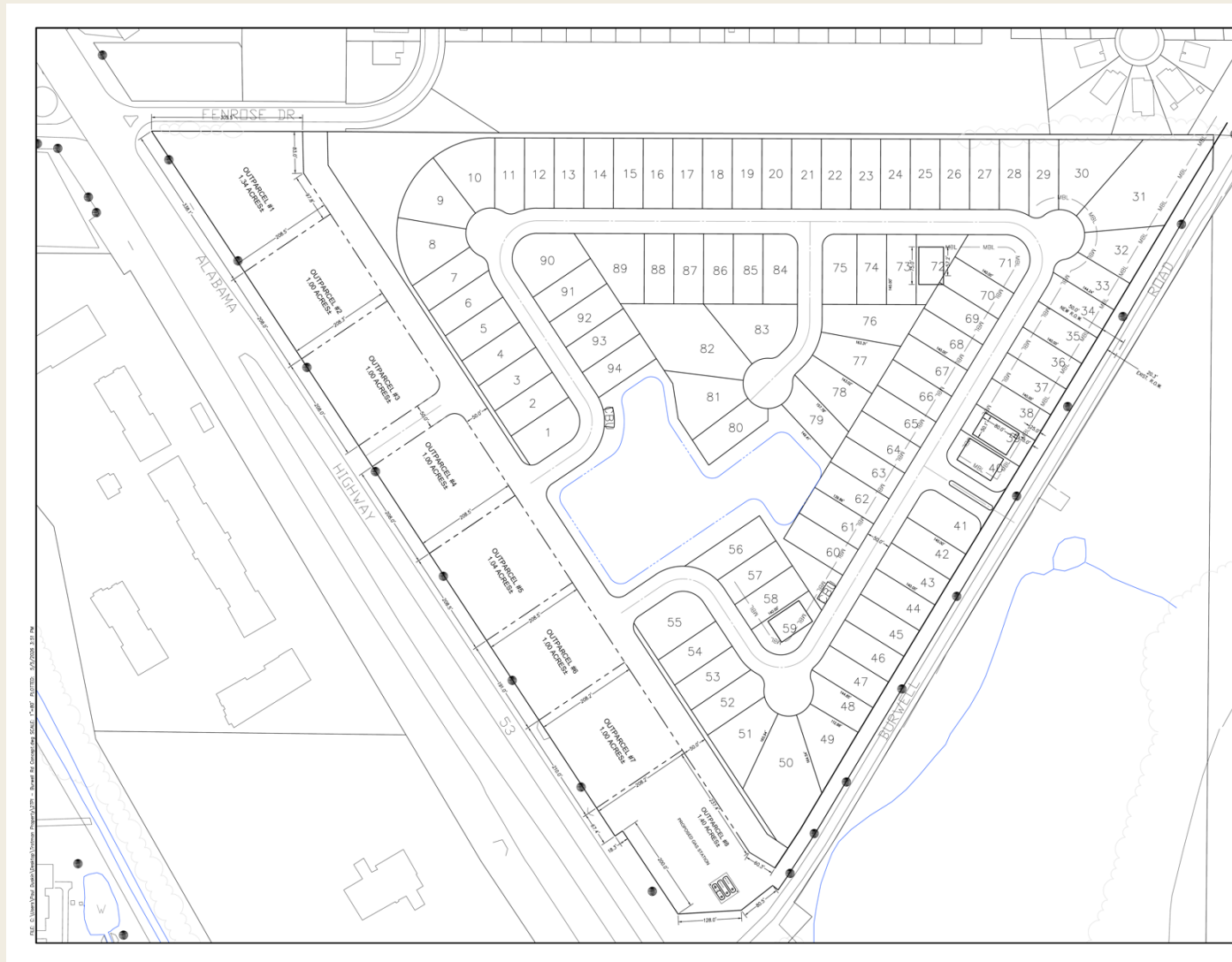
±8.75 ac

8 outparcels

Submarket

N. Madison

Co. growth corridor



Eight Pad Sites · Sold Individually

Hwy 53 frontage. Pad-ready. Available Q3 2026.

Eight pad sites laid out along the Hwy 53 frontage — each sized and configured for a national-quality QSR, fuel/c-store, casual dining, drive-thru coffee, car wash, or service user. Available individually or in combinations.

Behind the pads: 94 incoming DR Horton homes filling the parcel's interior. Built-in foot-and-vehicle traffic the day a pad opens.

Site Composition

8 outparcels · ±8.75 ac
~1-1.4 ac average · Hwy 53 frontage

94 residential lots
DR Horton · Currently planning

"Eight individual pad sites — buy one, buy two, or build a portfolio. The corridor sells the site."

Pad - by - Pad Detail

Eight pads. One curated lineup.

Each pad sized for a specific tenant category. Premium positions (corners, signal-adjacent) command the upper end of the pricing range.

Pad #	Size	Recommended Use	Notes
1	± 1.34 ac	Corner Pad · Premier QSR	North corner · highest visibility · signalized opportunity
2	± 1.00 ac	QSR Drive-Thru	Frontage pad · ideal for premier drive-thru QSR
3	± 1.00 ac	Coffee / Bakery	Drive-thru coffee pad · captures morning daypart
4	± 1.00 ac	Casual Dining	Larger building footprint · sit-down restaurant
5	± 1.00 ac	Secondary QSR	Burger / chicken / specialty QSR
6	± 1.00 ac	Auto Service	Quick lube / oil change / express auto
7	± 1.00 ac	Service / Healthcare	Urgent care · vet · orthodontics · finserv
8	± 1.40 ac	Corner Pad · Fuel / C-Store	South corner · combine with gas station pad for c-store

Total Site

8 pads · ±8.75 acres · Hwy 53 frontage

Why North Madison County

One of the fastest-growing submarkets in Alabama.

Three structural demand drivers concentrate within 10 miles of Highway 53 — manufacturing employment, defense and research employment, and the Madison residential boom. The result is a corridor with both daytime and nighttime spending power, and a runway of permitted residential supply that hasn't yet delivered.

Manufacturing

Toyota-Mazda

10 mi southwest

\$2.3B plant · 4,000+ jobs

Defense / Tech

Research Park

Cummings + Redstone

70K+ employees in radius

Residential

Madison Boom

Adjacent submarket

12K+ new homes since 2020

Transit

Hwy 53 Spine

TN border to Hville

Primary N-S arterial · 31K VPD

Premium HHI · 3 mi

154% vs National Avg

Discretionary Income · 3 mi

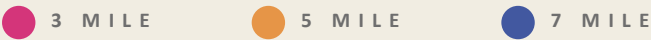
167% vs National Avg

Disposable Income · 3 mi

153% vs National Avg

Trade Area Population

131,090 residents within 7 miles.



Source: ESRI 2026 estimates · Index pills shown in cards represent metric vs. national average (100 = U.S. average).

The 3-mile primary trade area is exceptionally income-rich (154 HHI index, 167 discretionary index). Trade area broadens at 5 and 7 miles, capturing the full Madison/Huntsville growth submarket including Toney, Harvest, and the Madison crossroads corridor.

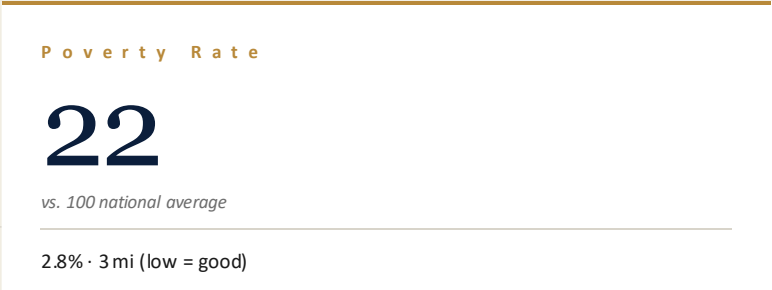
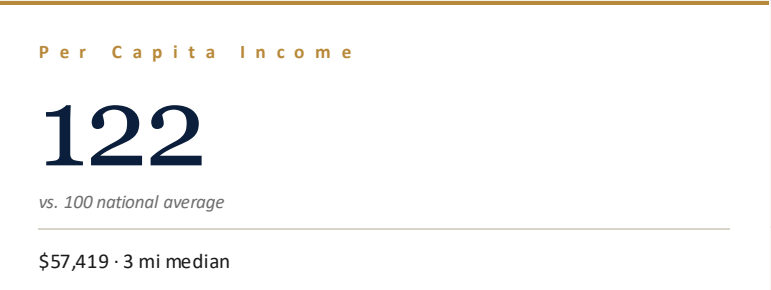
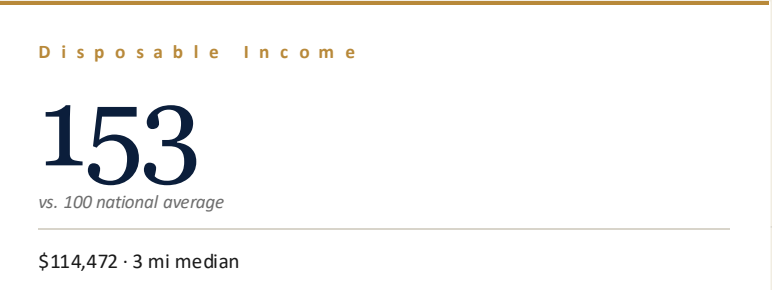
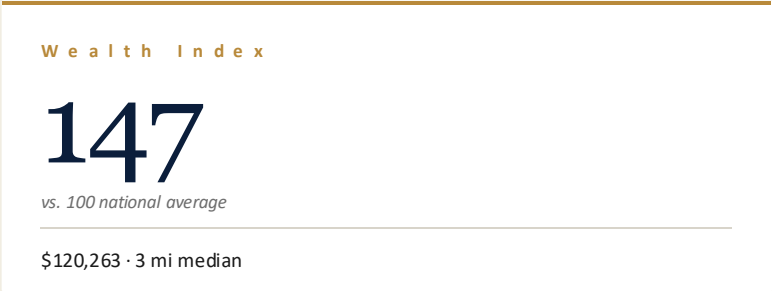
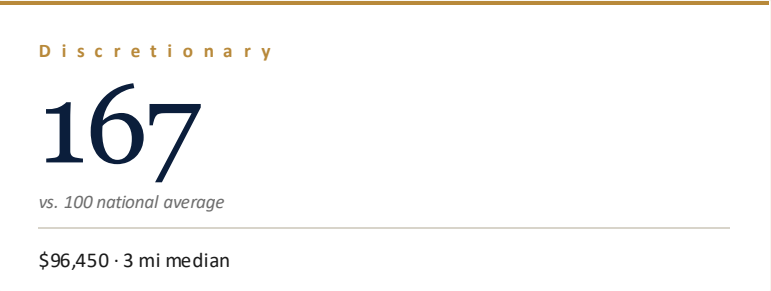
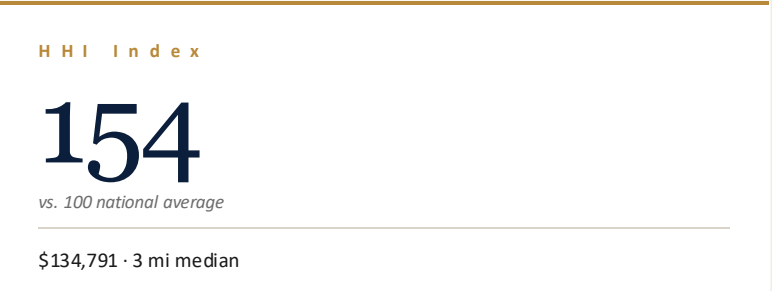
Population	Households	Median HHI	Median Home Value
3 MI21,060	3 MI7,739	3 MI\$134,791	3 MI\$408,974
5 MI54,239	5 MI20,953	5 MI\$117,912	5 MI\$371,994
7 MI131,090	7 MI51,894	7 MI\$94,121	7 MI\$324,230

H Hs w / Children	H S Graduate +	Median Age	Disposable Income
3 MI27.9%	3 MI96.3%	3 MI41.3	3 MI\$114K
5 MI28.3%	5 MI96.2%	5 MI40.7	5 MI\$100K
7 MI25.5%	7 MI93.5%	7 MI38.2	7 MI\$82K

— The 154 Index

Premium HHI. Premium discretionary. Premium wealth.

These are the figures retail site selectors flag first. The 3-mile trade area carries a 154 HHI index, a 167 discretionary index, and a 147 wealth index — driving the price-point fit for premium QSR, casual dining, and specialty retail. Poverty rate of 2.8% (22 index) is notably low.



Adjacent Rooftops

400+ households the day a tenant opens.

This is not a speculative greenfield site. The parcel is wedged into an existing residential pocket: aerial review of the immediate adjacency identifies approximately 300–380 occupied homes across two adjacent subdivisions — Fenrose / Holly Fern / Brooklawn to the west and the older Burwell network to the east.

Add the 94 incoming DR Horton homes filling the back of the parcel, and the captive base immediately surrounding the corner reaches roughly 400–475 households.

Captive Base Composition

Existing · North side Fenrose / Holly Fern / Brooklawn	200–250 ^{HHs}
Existing · South side Burwell Road network	100–130 ^{HHs}
Incoming · DR Horton Filling the parcel back side · platted	94 ^{HHs}

Day - 1 Captive HHs

400–475

households immediately surrounding the eight-pad site — already built, already occupied, already spending.

3 – 5 Year Captive Base

~2,400+

households as the 1,942-lot platted pipeline delivers across the broader Hwy 53 corridor.

The Broader Pipeline

Fourteen subdivisions. 1,942 platted lots. Permitted, not promised.

The Hwy 53 / Harvest / Toney / Madison Crossroads trade area has 14 actively-platted subdivisions totaling 1,942 single-family lots. 1,942 new lots ≈ +25% to the existing 3-mile household count and ~5,049 additional residents at 2.6 persons per household.

1	Kendall Glades	100 lots	8	Durham Farms	103 lots
2	Kendall Trails	210 lots	9	Southern Springs	93 lots
3	Kendall Farms	95 lots	10	Abbington	197 lots
4	Kendall Downs	151 lots	11	Carroll Green	129 lots
5	Soland Farms at Beaver Dam	80 lots	12	Highlands Trail	179 lots
6	Ivy Hills	258 lots	13	Trestle Point	105 lots
7	Magnolia Hills	84 lots	14	Crowne Creek Village	158 lots

Total Pipeline

1,942 platted lots

Across 14 active subdivisions

Floor — out-year phases push 2,300+

ALDOT Daily Traffic

31,190 vehicles per day on Highway 53.

Hwy 53 is the principal north–south arterial connecting Madison/Research Park employment to Toney, Ardmore, and the Tennessee state line. Traffic is structurally driven by commute, defense employment, and the Madison rooftop boom — and is accelerating as platted residential delivers.



Corridor Role

Primary N–S arterial · TN border to Huntsville

Direct connection from the Tennessee state line through Madison Co. to the Memorial Pkwy / Research Park employment core.

Demand Drivers

Commute · defense · Madison rooftop boom

Daytime traffic from Research Park / Redstone Arsenal, plus growing resident-side traffic from the active 14-subdivision pipeline.

Trajectory

Accelerating year-over-year

Traffic counts in the corridor rose roughly 4–6% annually in the past two cycles. 11% increase in last recorded annual cycle. As DR Horton and the platted pipeline deliver, the rate is expected to compound.

Top 3 Lifestyle Segments · 3 Mile

Married couples. College-educated. Move-up homes.

ESRI Tapestry segmentation places three premium-demographic clusters as the dominant 67% of households in the 3-mile trade area — all professional / managerial, college-educated, married-couple households in single-family homes.

#1	26.6%	#2	20.8%	#3	19.7%
Savvy Suburbanites		Professional Pride		Workday Drive	
Type	Married Couples	Type	Married Couples	Type	Married Couples
Med. Age	45.8	Med. Age	40.9	Med. Age	37.3
Income	\$119,200	Income	\$154,400	Income	\$102,300
Housing	Single Family	Housing	Single Family	Housing	Single Family
Jobs	Prof; Mgmt	Jobs	Prof; Mgmt	Jobs	Prof; Mgmt
Education	College Degree	Education	College Degree	Education	College Degree

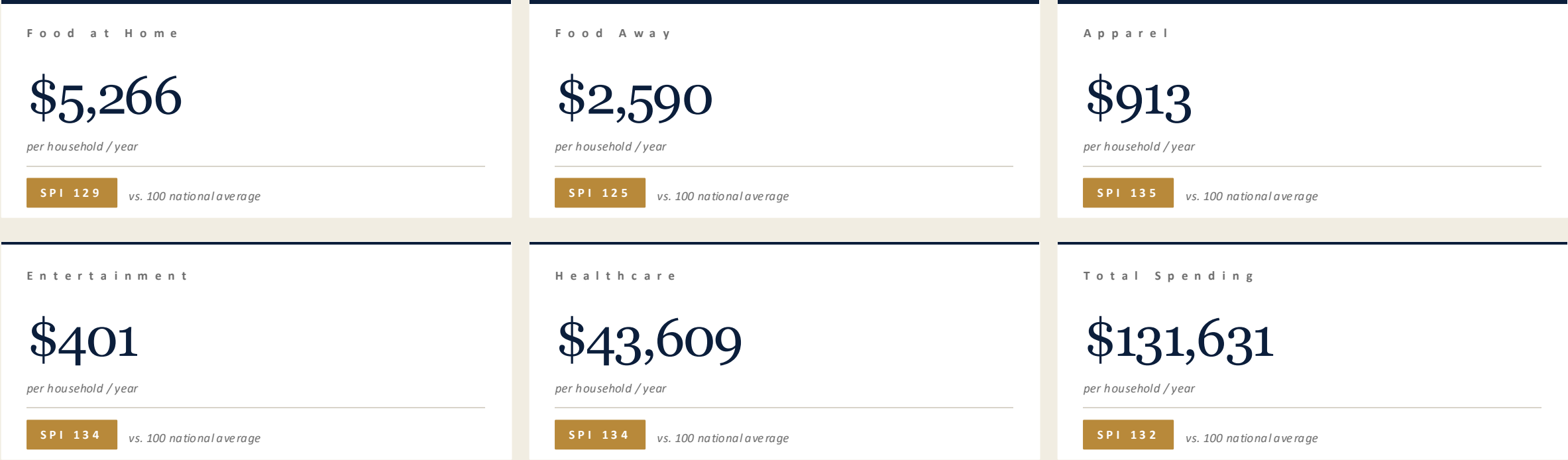
Top 3 segments combined

67.1% of 3-mile households

Per - Household Annual Spending · 3 Mile

Above-national spending across every category that matters.

ESRI consumer-spending estimates show every retail-relevant category indexing 125+ above the national average. SPI = Spending Power Index (100 = U.S. average). The \$131,631 total household spend at a 132 SPI is the figure category captains use to greenlight a corridor.



What Each Pad Best Fits

Eight pads. Each one configured for a specific use.

Position, frontage, and visibility vary across the eight pads. The chart at right summarizes the highest-and-best use category for each — based on corridor visibility, signal proximity, building footprint, and adjacent-use compatibility. Buyers can pursue any pad individually.

Note on Pad Combinations

"Pads 1–2 (north corner) and Pads 7–8 (south corner) can be combined to accommodate larger-footprint users — fuel/c-store, full-service casual dining, or larger automotive formats. Combinations are negotiable on a per-deal basis."

Pad-by-Pad Fit

1	Premier visibility · QSR or fuel ±1.34 ac · north corner · highest visibility · signal opportunity
2	Premier QSR drive-thru ±1.00 ac · Hwy 53 frontage · ideal for national QSR
3	Drive-thru coffee or bakery ±1.00 ac · morning daypart · captures inbound commute
4	Casual dining sit-down ±1.00 ac · larger building footprint · dinner daypart
5	Secondary QSR or specialty ±1.00 ac · burger / chicken / specialty drive-thru
6	Auto service / quick lube ±1.00 ac · end-of-line pad · service category
7	Service / healthcare ±1.00 ac · urgent care · vet · orthodontics · finserv
8	Corner pad · fuel / c-store ±1.40 ac · south corner · adjacent gas station pad

Pricing on Request

Buy one. Buy two. Build a portfolio.

Each pad is sold individually. Comparable outparcels in the Hwy 53 / Madison County corridor with similar demographics and traffic counts have transacted in the ranges shown to the right over the past 24 months. Final per-pad pricing depends on signal control, utility availability, pad readiness, and use restrictions.

Premier corner pads (1, 8, or the gas-station pad) command the upper end. Fuel/c-store users acquiring combined two-pad positions typically pay a 10–20% premium per pad.

Disposition Options

"Each pad is available for sale, ground lease, or build-to-suit. Mix and match per buyer — every deal stands on its own."

The Offering

Sale · Per Pad \$800K – \$1.6M

1-1.4-acre outparcel · roughly \$800K–\$1.6M per acre. Assumes pad-ready, signalized or right-in/right-out access, all utilities to site.

Ground Lease · Per Pad \$80K – \$160K

Annual rent · 20–25 year primary term + options · roughly 8–10% cap on imputed land value. Most national QSR and c-store users prefer ground lease over purchase.

Build-to-Suit · NNN \$26 – \$38 / SF

Seller delivers shell · NNN lease · rate depends on tenant credit and shell specifications.

Per-Pad Pricing · Indicative

Per Acre	~\$800K – \$1.6M
Premium Corner Pads	Upper end of range

Bring an Offer

Eight pads. Let's talk.

Sale, ground lease, or build-to-suit — every disposition path is on the table on a per-pad basis.

How to Move Forward

1 Tour the Site

Walk the corridor with Keith Hill — confirm pad position, frontage, signal, utility connections, and adjacent uses for your specific pad.

2 Submit a Letter of Intent

LOI on a single pad or combined pads. Specify sale, ground lease, or build-to-suit terms. Closing terms negotiated on a per-deal basis.

3 Diligence & Negotiation

Pad-specific surveys, utility verifications, signal-control review, use restrictions. Final pricing confirmed during this phase.

4 Closing

Standard commercial-real-estate close — title, survey, escrow, deed. Each pad is its own transaction.

Contact

Ready to start.

Eight individual pad sites. Best-in-class income demographics (154 index). 1,942-lot platted pipeline. Let's structure a deal on the pad that fits.

Keith Hill

Associate Broker

256.808.7170

keith@billpoolerealty.com



Bill Poole Realty

Commercial Real Estate • Est. 1973

2430 L&N Dr Ste A • Huntsville, AL 35801