

STADIUM COMMONS

HUNSTVILLE, ALABAMA





STADIUM COMMONS is Huntsville's premier mixed-use destination—redefining retail, dining, hospitality, and entertainment in one of the country's fastest-growing markets. Strategically located in the thriving southeast corridor, the project integrates seamlessly with the adjacent John Hunt Park and Wicks Family Field, benefiting from the constant activity of a premium sports and entertainment district.

The immediate trade area boasts some of the strongest demographics in North Alabama: highly educated households, significant disposable income, and exceptional consumer spending.

The result: one of the Southeast's most sought-after mixed-use environments.

STADIUM COMMONS



Location, Location, LOCATION

STADIUM COMMONS IS CLOSE TO EVERYTHING.

- Huntsville's most in-demand residential neighborhoods: Twickenham (3 mi), The Ledges (5.5 mi), and Jones Valley Gardens (5 mi)
- The downtown business core (3 mi)
- The medical district (1.5 mi)

• **125,000+ VEHICLES**
DAILY TRAFFIC COUNT

• **215,000± SQ FT**
TOTAL LEASABLE SPACE

• **145 ROOMS**
HYATT HOTEL

• **18 ACRES**
TOTAL DEVELOPMENT SIZE

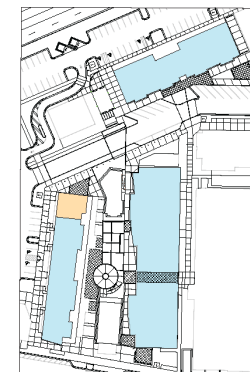
• **PHASE I - 67,500 SF**
Complete and Ready for Occupancy

• **PHASE II - 23,750 SF**
Under Construction

• **PHASE III - 110,000 SF**
Future Phase

• **SIGNALIZED INGRESS EGRESS**

• **OVER 1,000 PARKING SPACES**



ⓧ Parking Count



"Opening up a boutique in Stadium Commons has been such an amazing decision! Everyone on staff is rooting for my business and is super helpful. As for the customers, they have all been amazing and so friendly. This is truly going to be a spot where people come to shop and enjoy themselves! I can't wait to see it continue to develop."

Ferren
BOUTIQUE

— MADISON MCFERREN
OWNER

"We've felt good about Stadium Commons from the beginning. The development team has been a great partner, and the way the community has welcomed Hattie B's makes us even more excited to grow in North Alabama. We're proud to be part of a place that already feels like it has real energy and momentum."

HOT
Hattie B's
CHICKEN

— JOEL CHRISMAN
CEO

PHASE ONE TENANTS

FREE PEOPLE

free people
MOVEMENT

Juniper

VSL
NAIL SPA

HOT
Hattie B's
CHICKEN





Alabama's largest, fastest-growing city and one of America's most educated.

A place where rocket scientists, defense executives, and STEM pioneers make up the everyday clientele; high earners with affluent tastes who often travel to Nashville or Atlanta to access the brands and restaurants they love.

Stadium Commons is purpose-built to make those trips obsolete, and for the chefs, fitness brands, and luxury retailers who recognize a first-mover opportunity, the timing has never been better.

2023 DEMOGRAPHICS	HUNTSVILLE	BIRMINGHAM
Population Rank in State	#1	#3
Population	223k	200k
Growth SINCE 2010	+4.4%	-6.4%
Projected Growth BY 2018	+4.4%	+0.4%
Average Household Income	\$107k	\$65k
Average Net Worth	\$1.1M	\$328K
Average Home Value	\$314K	\$233K

Choose HUNTSVILLE

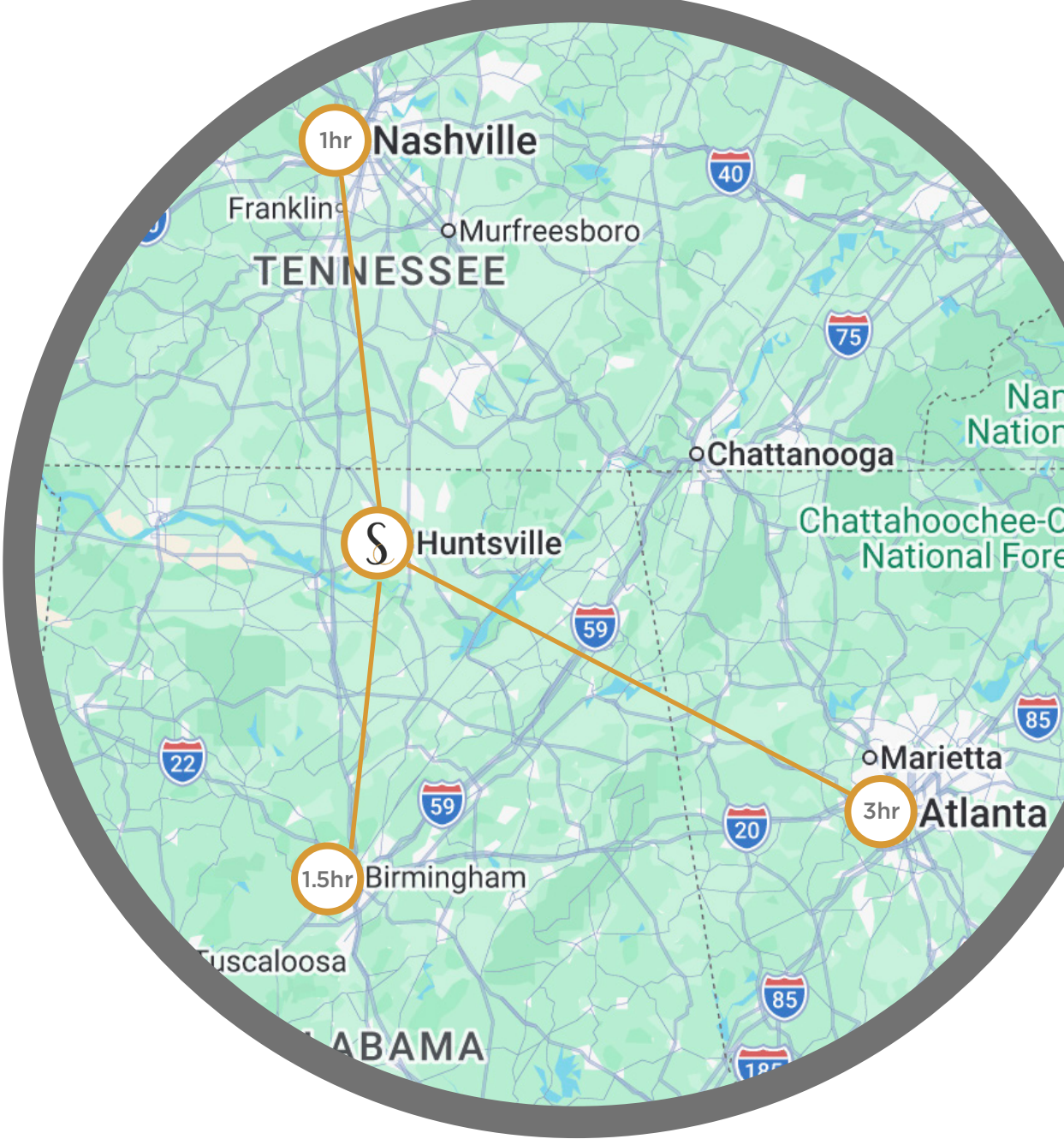
"Huntsville's population is the most diverse in Alabama, reflecting a microcosm of the nation's changing demographics and a city that's becoming a hub for innovation and growth."

—THE WASHINGTON POST

HOME TO MAJOR EMPLOYERS



2023 DEMOGRAPHICS	HUNTSVILLE	BIRMINGHAM
Owners/Renters	60%	40%
Average Annual Spend per Household	\$2,245	\$1,402
APPAREL		
Average Annual Spend per Household	\$2,967	\$1,800
FURNITURE		
Retail GLA per Capita	11	16
SF/PERSON		



#1

Tech Employment Growth in the U.S.

COMPTIA 2023

#1

Place to Live for Families

U.S. NEWS & WORLD REPORT

47%

of Population has a College Degree

U.S. CENSUS BUREAU

48%

of Population is Employed

U.S. BUREAU OF LABOR 2024



Newly Renovated WICKS FAMILY FIELD

Huntsville made a \$30 million statement when it transformed the beloved “Joe” into **WICKS FAMILY FIELD**, a state-of-the-art stadium that draws thousands of fans to professional soccer matches, high school and college football games, concerts, car shows, and dozens more events throughout the year. In 2026 alone, the venue will host 40+ major events each drawing between 1,500 – 6,500 attendees, plus the landmark debut of collegiate football on August 29, 2026, when UNA faces Samford in a sold-out 6,500-person opener. That’s tens of thousands of fans flowing through the area, event after event, all year long. Stadium Commons puts your business at the center of that momentum, steps from a venue that has become one of the most exciting—and most trafficked—gathering places in the city.

- 14 SOCCER MATCHES
- 16 HIGH SCHOOL FOOTBALL GAMES
- 10+ OTHER HIGH IMPACT EVENTS
- AUGUST’S UNA V. SAMFORD COLLEGIATE FOOTBALL OPENER
- TENS OF THOUSANDS OF FANS



A Hub of Activity

JOHN HUNT PARK

JOHN HUNT PARK is where Huntsville's most active, discerning residents choose to spend their time, and Stadium Commons gives your business a coveted seat at the table. This 450-acre crown jewel offers Olympic-caliber sports facilities, championship courts, NHL-regulation ice rinks, mountain bike trails, a live music stage, and more, drawing an affluent, active community year-round.

Your business doesn't just benefit from the foot traffic; it benefits from the association.



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