



# Harpersville

SHELBY COUNTY | ALABAMA

2024 RETAIL OVERVIEW



**Shelby County**  
The Natural Choice

# Harpersville

SHELBY COUNTY | ALABAMA

Harpersville is a small town located southeast of the Birmingham-Hoover MSA along the heavily traveled US Hwy 280 corridor. But don't let the small-town designation fool you! Harpersville's unique location and attractions bring a multitude of people to the community throughout the year. It is conveniently located within minutes of Logan Martin Lake and Lay Lake and is also a popular route to Auburn University and Lake Martin. In addition, Harpersville is home to Morgan Creek Winery, Stone Hollow Farmstead and Old Baker Farms, which contribute greatly to the town's agribusiness economy and are popular destinations in the region. Combined with new housing growth and the opening of the beautifully renovated Meadows Golf Course, people are starting to take notice. Explore sites available for your business!



**1,759**

City  
Population



**1,430**

City Daytime  
Population



**\$73,533**

City Median  
Household Income



**23%**

City Bachelor  
Degree or Higher

Source: 2024 ESRI

**US Hwy Corridor**  
**Connecting Birmingham**  
to  
**Lake Martin &**  
**Auburn University**



**\$190,726**  
MEDIAN HOME VALUE



**100**  
New Homes  
Projected by  
2027



## ESRI Tapestry Segments

Southern Satellites

**73%**

Rural  
Bypasses **27%**



## Key Community Assets

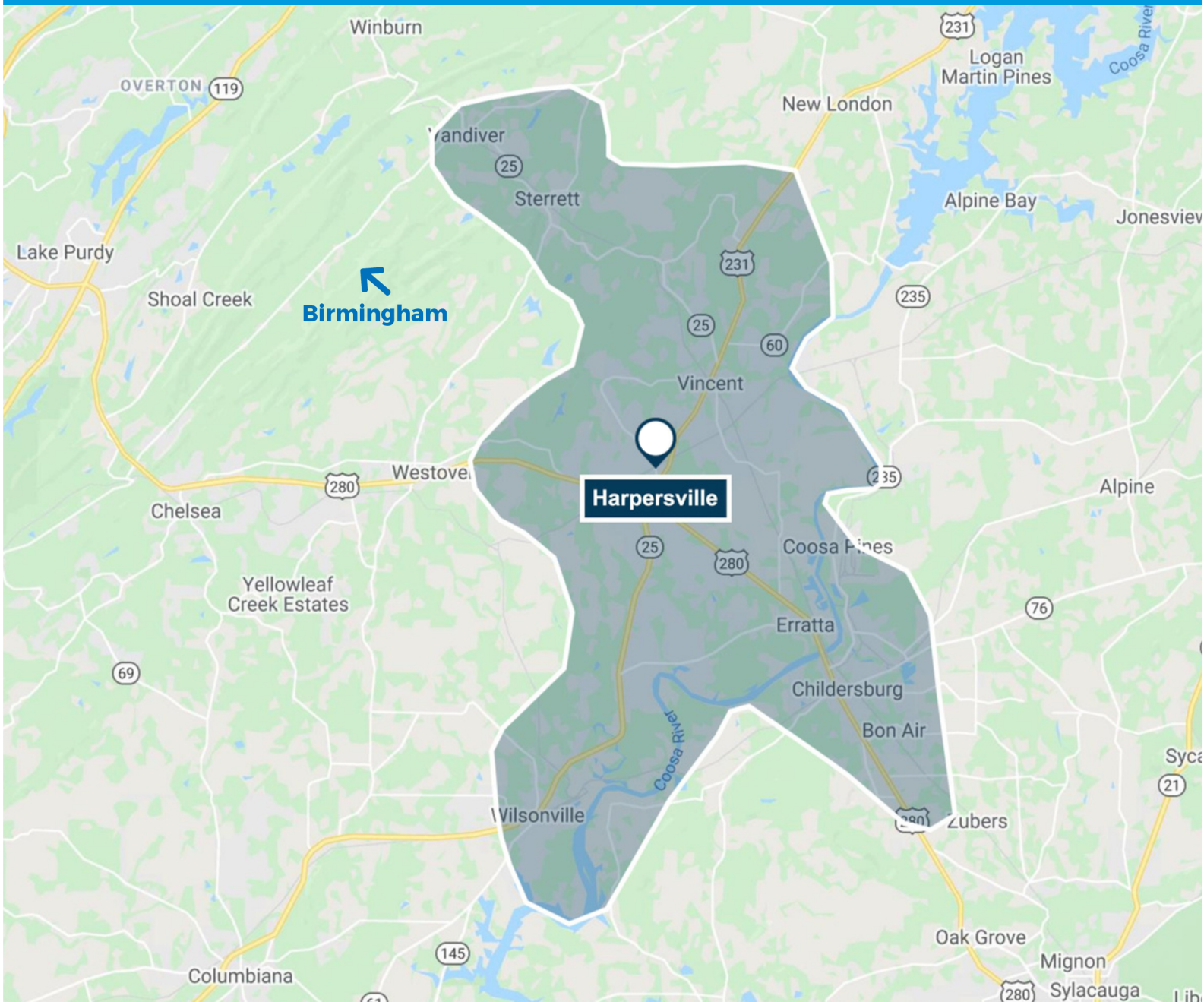
**MORGAN**  
CREEK  
*vineyards*



**STONE HOLLOW**  
FARMSTEAD

# Harpersville Trade Area

SHELBY COUNTY | ALABAMA



**13,925**

Trade Area  
Population



**13,108**

Trade Area Daytime  
Population



**\$46,832**

Trade Area Median  
Household Income



**16%**

Trade Area Bachelor  
Degree or Higher

Source: 2021 | The Retail Coach | Mobile Mapping Data



**13,925**

Trade Area  
Population



**\$65,710**

City Median  
Household Income



# Harpersville Retail & Traffic

SHELBY COUNTY | ALABAMA