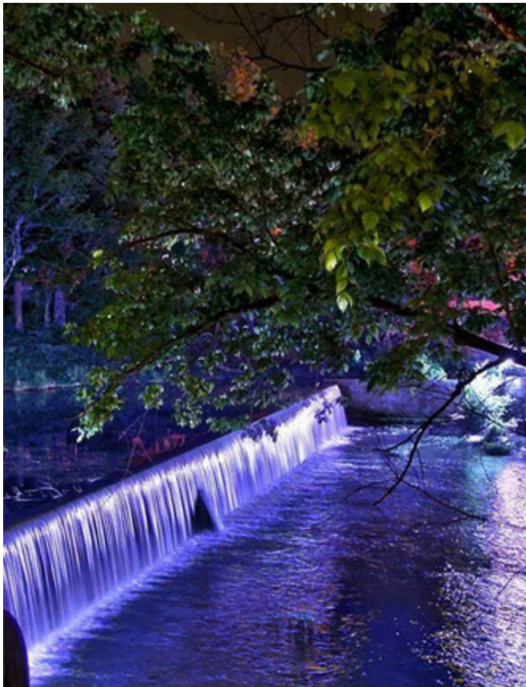




Helena

SHELBY COUNTY | ALABAMA

2024 RETAIL OVERVIEW



Shelby County
The Natural Choice

City of Helena

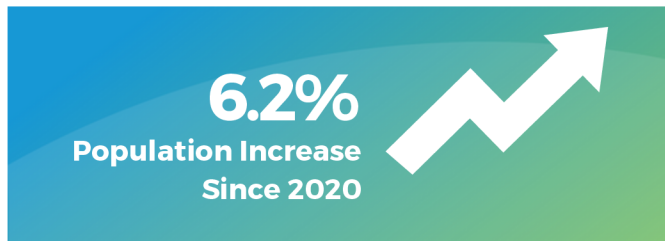
SHELBY COUNTY | ALABAMA

Helena is a thriving suburb located in the Birmingham-Hoover MSA and has been ranked one of the best places to live in Alabama. Helena's unique charm is due to a lively historic downtown district situated along the Cahaba River paired with progressive, well-planned development resulting in a popular destination for families. With the revitalization of Old Town Helena and new retail development projects underway, Helena is experiencing an expansion of retail and service industry sectors but much more is needed to meet projected population and housing growth. We hope you'll visit Helena to establish your place in the market now and be at the forefront of this expanding community!

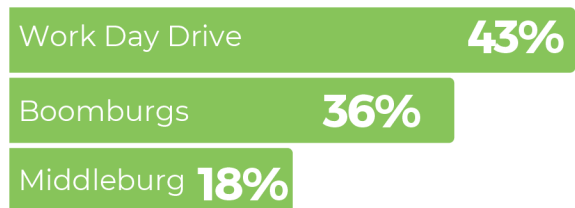


Source: 2024 ESRI

Median Household Income



ESRI Tapestry Segments



Key Community Assets



Helena Old Town
Historic Entertainment District



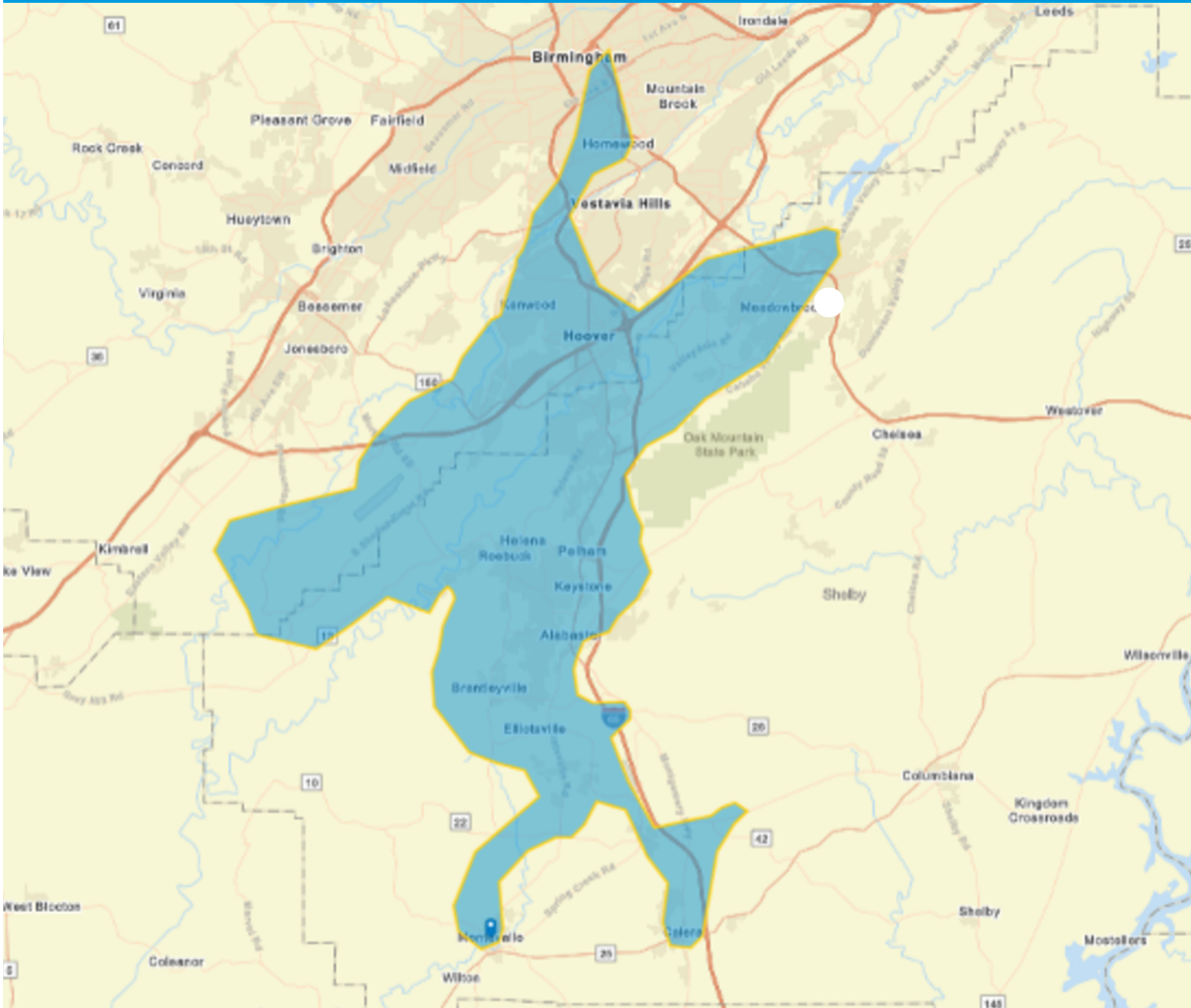
Oversoul
Brewing



Cahaba River Park
1,505 Acre Outdoor Destination

Helena Trade Area

SHELBY COUNTY | ALABAMA



236,364

Trade Area Population



285,446

Trade Area Daytime Population



\$81,555

Trade Area Median Household Income



51%

Trade Area Bachelor Degree or Higher



2.7%+

YoY Pop Growth Past 5 Yrs



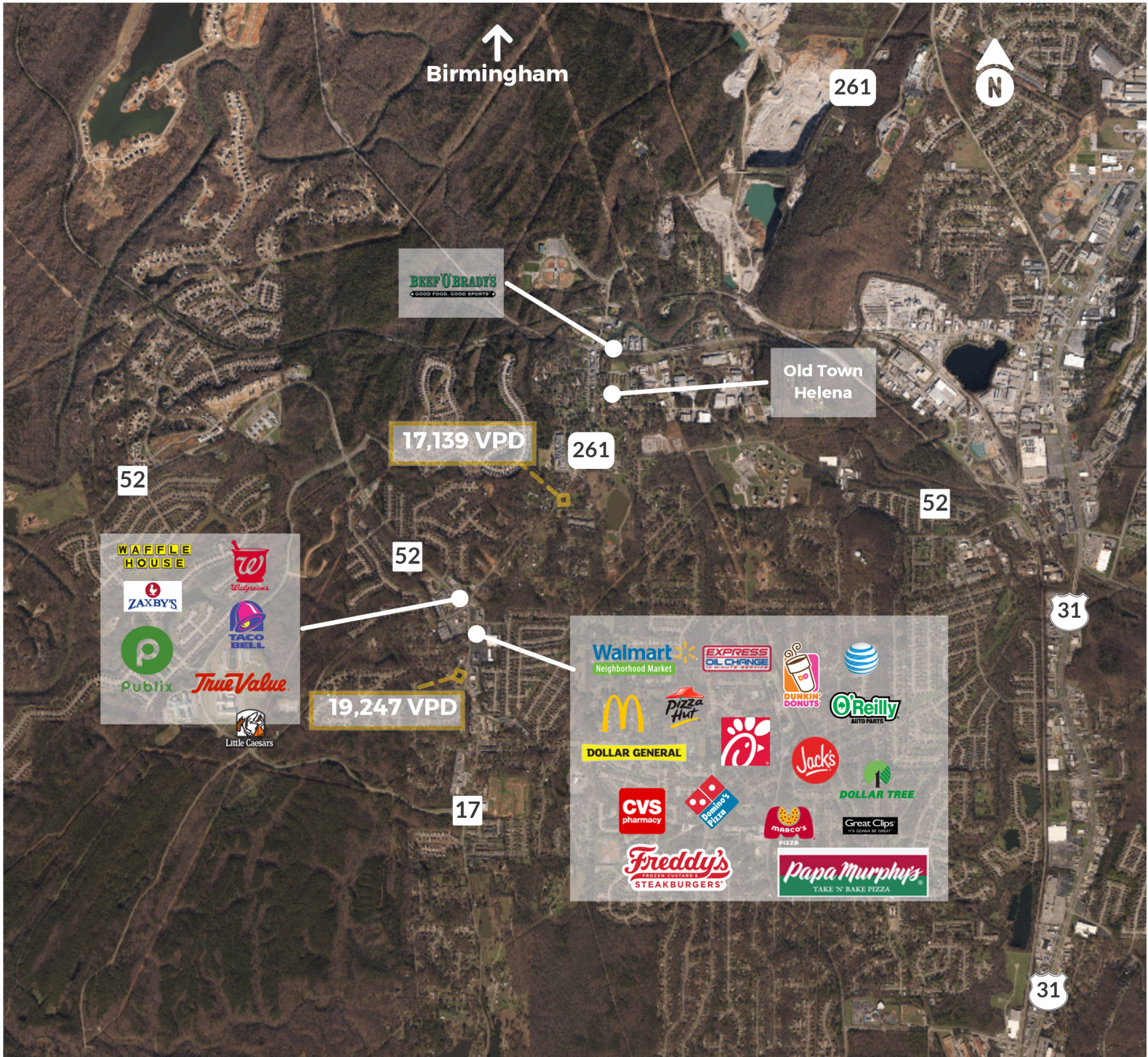
6.3%+

YoY Job Growth Past 2 Yrs



\$81,555

Trade Area Median Household Income



Helena Retail & Traffic

SHELBY COUNTY | ALABAMA