



## OLD CLOVERDALE COMMERCIAL DISTRICT MONTGOMERY • ALABAMA



Presented By:

Josh Lowder, CCIM  
[jlowder@colonialcommercial.net](mailto:jlowder@colonialcommercial.net)

Colonial Commercial Realty, Inc.  
5251 Hampstead High St. suite 205  
Montgomery, AL 36116  
(334) 270-6578 • (334) 270-6566 Fax

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**LOCATION**

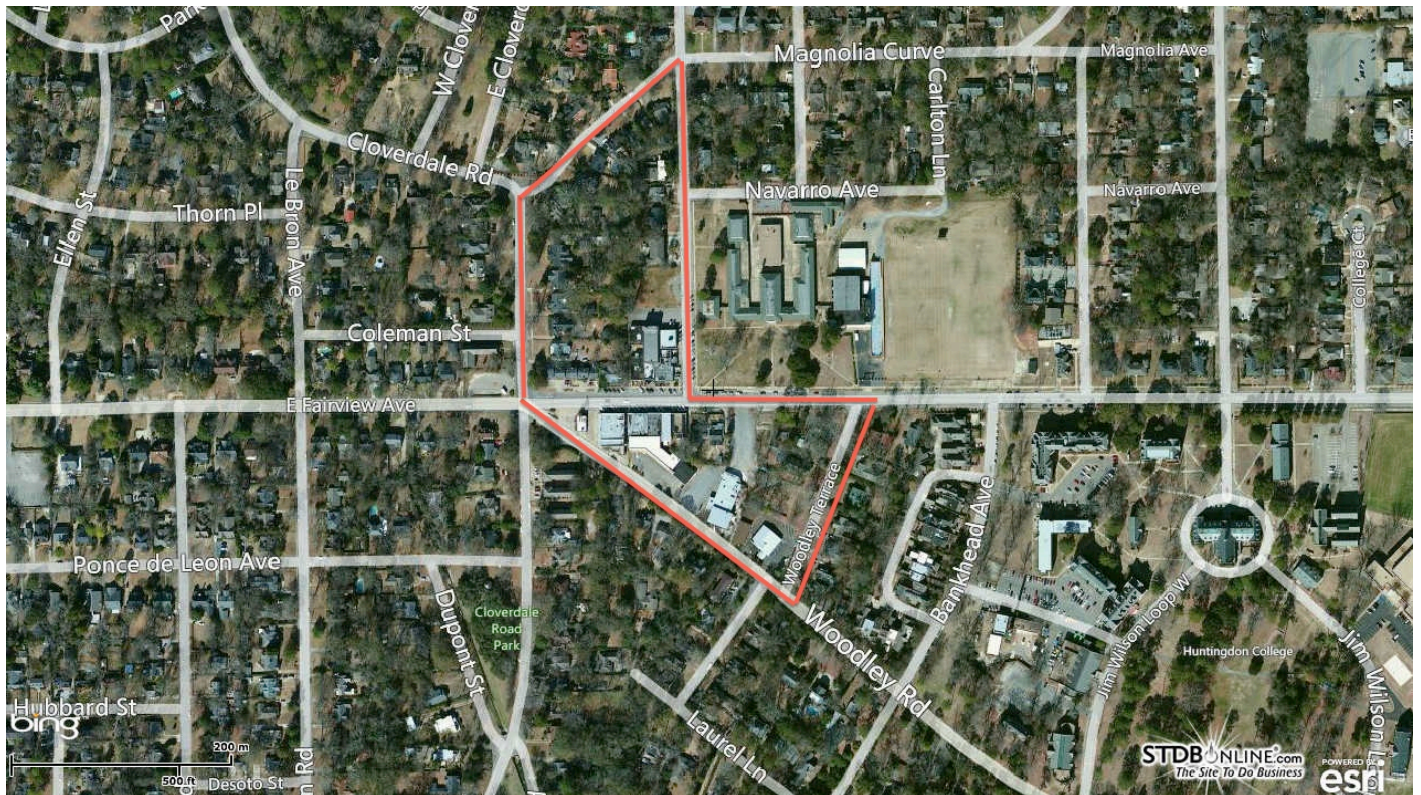
Overview - The Urban Place selected for the subject site of this analysis is located in Montgomery's Old Cloverdale Historic District. This area is a beloved part of Alabama's Capital City. It is 1 of 2 primary commercial districts in the area. It gives the neighborhood its strong 'sense of place' and allows residents a strengthened identity within the city.

Old Cloverdale in Midtown Montgomery consists of charming cottage homes, large estate houses, retail, & institutional buildings built over the past century. Fairview Ave. is the main commercial area of Old Cloverdale. It consists of Boutique shops, restaurants, an independent movie theater, a local playhouse and local businesses. Huntingdon College, consisting of approx. 1,000 students, is located adjacent to the Property. The college desires to start a swim team, expanding admissions, and construct new facilities in the area.

Very near the site, millions of dollars have and will continue to be spent on new construction expansions to improve the area. These include Churches, Alabama State University, the Montgomery Country Club, Huntingdon College, and Developments such as A&P Lofts.

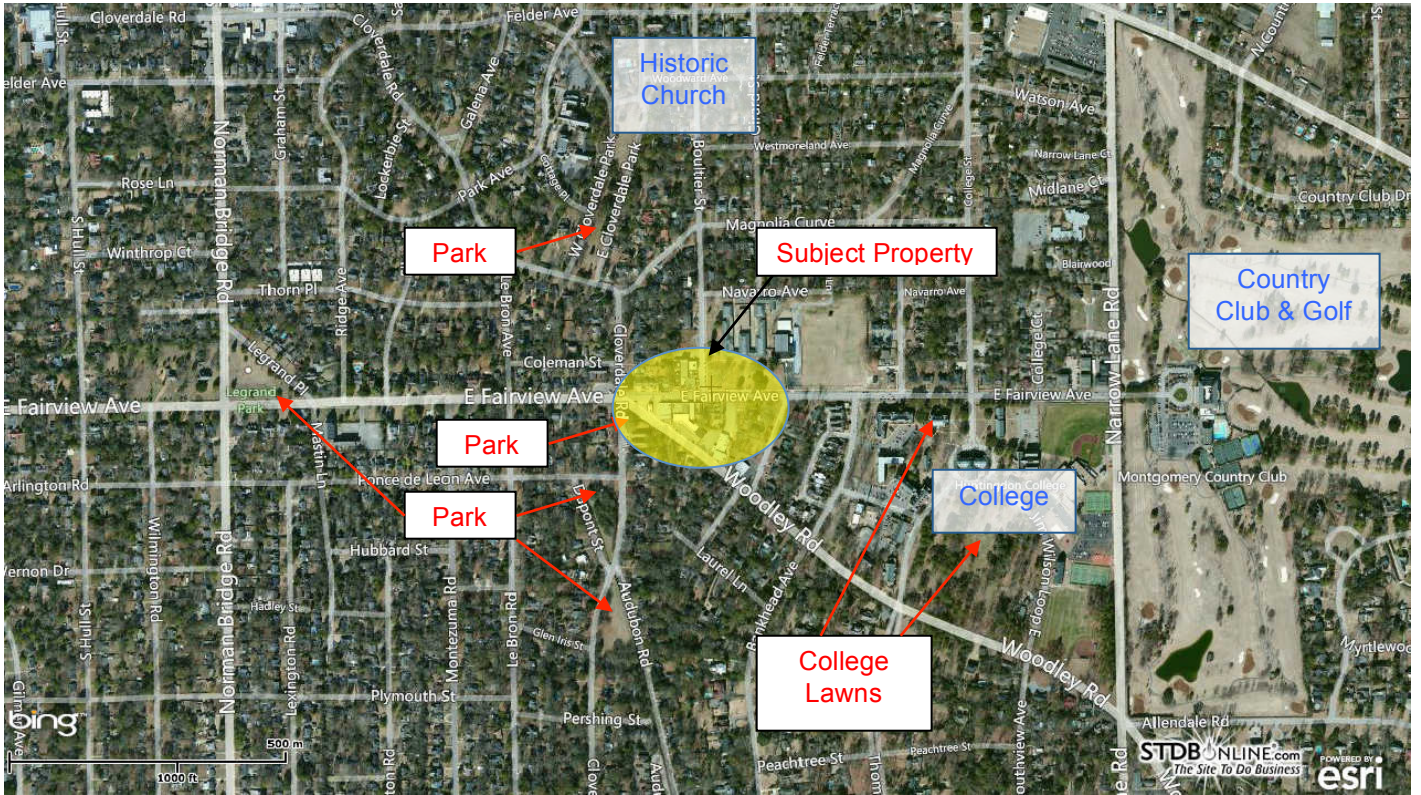
Surrounding Restaurants, Shops, and Bars have stood the test of time and offer one of the most vibrant pedestrian areas in the City of Montgomery.

Boundaries - The subject site is comprised of approximately 3 blocks. These blocks were chosen because of their broad mix of uses spanning from retail, educational, housing, and office. More blocks could have been selected and are certainly considered part of the Old Cloverdale neighborhood, but the subject site exemplifies a quality, small urban space. The surrounding roads consist of Woodley Rd., Woodley Terrace, E Fairview Ave., Cloverdale Rd. and Boulter St.



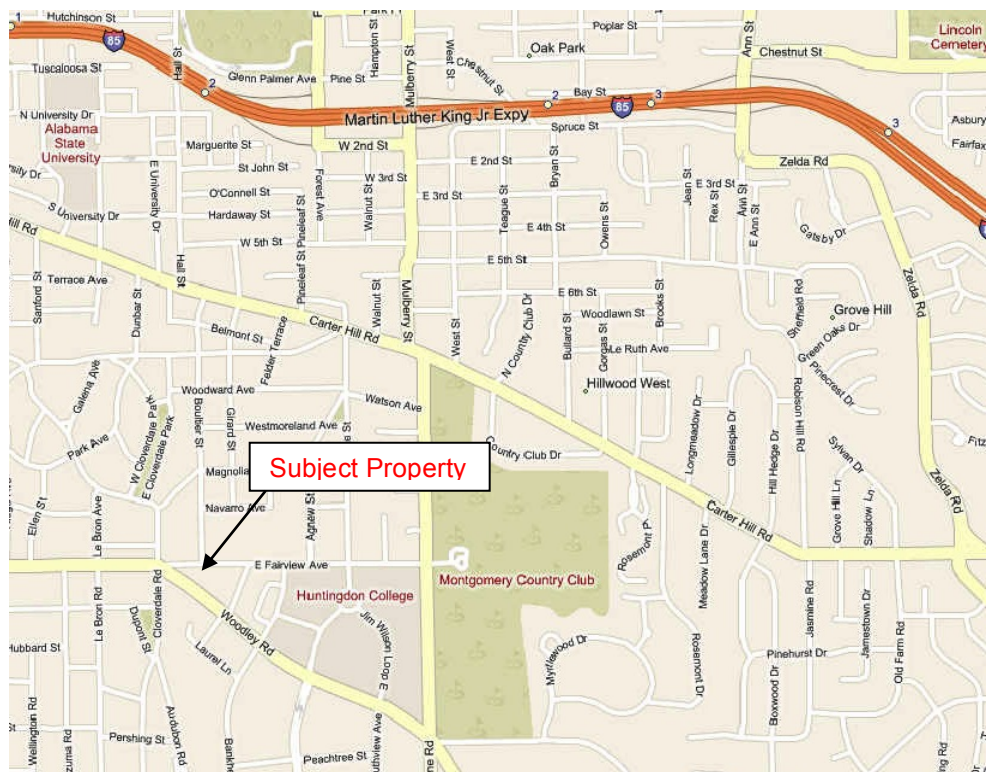
## THE URBAN PLACE

It is important to note the entire submarket of Old Cloverdale. Essential elements consist which all add to its quality and livability. There are large and small parks located in close proximity throughout the neighborhood. There are sidewalks through much of the residential areas, and lush vegetation & trees throughout this neighborhood. The range of housing available in close proximity is broad contributing to its eclectic mix of residents. There are affordable housing options, rent or own, and million dollar estate homes.



### ACCESSIBILITY

This Property allows easy access to Interstate 85 yet provides the traditional 'neighborhood' environment with enduring character. Easily accessible from I-85 via Mulberry St., this property is able to draw from a Greater Montgomery market area, yet it is surrounded by landmarks that will sustain the neighborhood for decades to come.



## WHAT MAKES THIS PLACE

### DESIGN ELEMENTS

**Sidewalks/Pedestrian Paths** – Most of this Place has sidewalks located on both sides of the streets. Where there is not a sidewalk an alternate route such as a parking lot (small) cut-through has been established. Patrons of the area know that this cut-through is a safe pathway. An example of this is the Jubilee Seafood auxiliary parking lot. Since the path down Woodley Road doesn't have a sidewalk connecting the commercial buildings, foot traffic tends to flow the opposite way. This specific example points out one of the urban flaws, and it is evident by the lack of pedestrian traffic for one particular shopping strip on Woodley Rd. The sidewalks are mostly of comfortable width and expand in certain retail locations, but there is one instance in front of Tomantinos and Café Louisa where the sidewalk needs to be wider.

**Landscaping** – In general the neighborhood has lush vegetation. In a Few locations on Fairview Ave. there are beautiful planters and beds that soften the hardscape. These are found at the Corner of Sinclair's Restaurant and along the Capri Theatre. There is even a patch of grass in front of the Stonehenge art gallery. In addition to the public landscaping, there is private landscaping around the outdoor seating of El Rey's Burrito and Sinclairs.



Lush street vegetation & misc. Planters



Patch of Grass & Raised Beds



Seasonal Flower Beds

**Parks** – There is a pocket park at the five-points intersection of Woodley Rd. at the corner of our subject site. It is very small, but adds an element of charm and relaxation to a higher traffic intersection. One private parcel at the corner of Boulter St. and Fairview Ave., directly across from the commercial strip, visually acts as a park. There are a few lush trees with a grass lawn. Sitting at the corner, a pedestrian gets the same emotional response as it would being a public park. It is slightly less inviting because it doesn't have constructed paths or seating, but it is not fenced or separated in anyway. One day this parcel will be developed but there is 120' x 170' green space beside this corner parcel which lines up directly with the Huntingdon Athletic Facility entrance. This space will not be built upon and will act as another pocket park.



This is a nearby Park with sports practice (not in subject Place)



Private Parcel that visually acts as a Park

## WHAT MAKES THIS PLACE

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**Streets & Pedestrians** – The streets only this Place are all two lane (one lane each direction). For the most part, they remain pedestrian friendly. There are traffic signals that allow opportunities to cross and the traffic is slow enough to be comfortable 'jay-walking'. The traffic is naturally slowed by two methods. Nearby intersections cause cars to naturally slow and the street width changes. The parking moves from parallel to angled parking, 'choking' the traffic and causing vehicles to slow. This greatly enhances the livability and enjoyment by pedestrians. Closer to the college campus on E. Fairview Ave., a pedestrian crosswalk was recently added enhancing the safety and further slowing traffic.

**Outdoor Seating** – This public/private interaction is very important for any successful Urban Place. There are 2 good examples of outdoor seating in the subject site with the patio of Sinclair's Restaurant and El Rey's Burrito. One is fenced with a short ironwork and vegetation. The other is brick-fenced to about 5' with an open-lattice pattern at the top, and the entrance side is short ironwork. The latter has just enough openness to still enhance the streetscape, but ideally it would be more open to the street. Across E. Fairview Ave. in front on Tomantinos and Café Louisa there are small bistro tables outside. While adding some positive element, it also notes the inadequate sidewalk width and is not an enjoyable place to eat a meal. A local bar 1048 Jazz Club, occupying all old cottage home, had an opportunity to enhance the streetscape with its patio layout, but subsequently decided to fence in its entire front lawn with a 5-6 ft. wooden fence. This harsh barrier is unattractive and detracts from the pedestrian enjoyment.



Bad Patio Fencing. Closed off to Pedestrian & Street



Good Patio Seating and vegetation mix.

**Form & Dimensions** – This Place has maintained a form & function as many historic commercial nodes have. There is a mix of one and two story structures. The topography rolls slightly so the height also changes. The primary commercial buildings on E. Fairview Ave. are one-story which works nicely with the two-lane street width. The Capri Theatre adds some height on this street. For residential homes, townhomes, and apartments, the majority is two-story with the occasional one-story cottage home. The tall trees hovering behind some of these one-story structures adds to the visual height.

## WHAT MAKES THIS PLACE

Architecture – Any good Place has a mix of styles, whether it be subtle or dramatic. This Place has a subtle mix consisting primarily of traditional but with splashes of Art Deco and modern.



Commercial Business located in an old Bungalow home



E. Fairview Ave. Commercial Strip

Mix of Uses – Places are enhanced by an appropriate mix of uses. Citizens are intrigued by a mix, and this added levels of interest give the pedestrians reasons to visit a Place again. In the age of commercial boulevards and mass signage, the individual responds to the neighborhood 'feel.' An integral part is the Residential. The close proximity of the residential to commercial enhances the feeling of this Place, and on the same block the two mixes coexist wonderfully. The residential element gives comfort and visitors imagine what it would be like to stroll down the street from an adorable home to their favorite shop for coffee or dining. You almost subconsciously imagine this warm memory even if you don't realize it.

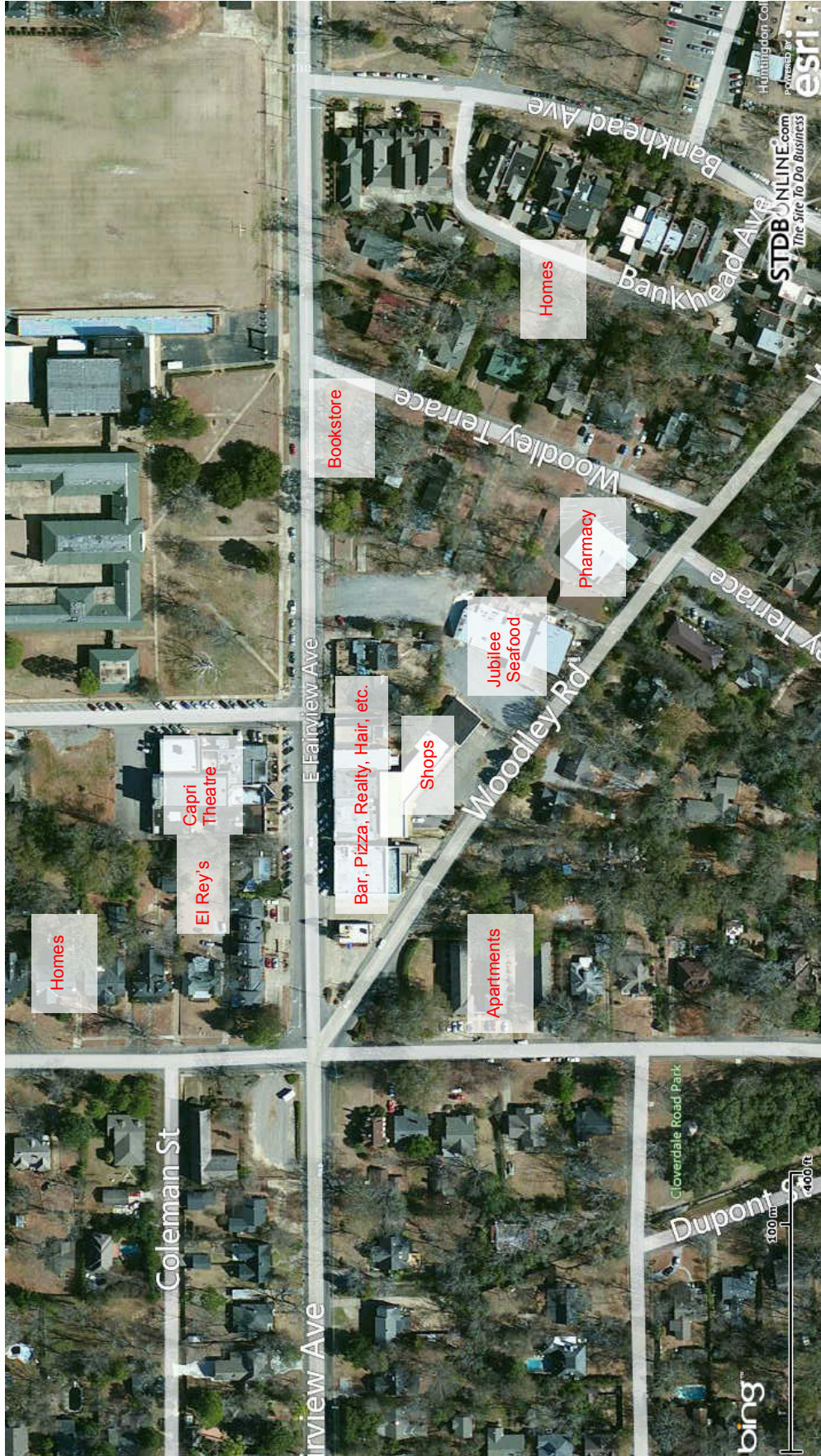


E. Fairview Ave. Townhomes beside Commercial



Woodley Rd. Apartments near Commercial

SITE MAP





**COMMERCIAL OVERVIEW**

Mix of Uses – There is a good mix of uses which provides an essential part for the 'sense of place.' Below is a Chart to clearly define the types. This covers the majority of businesses in this Place but not all.

<b>Name</b>	<b>Type</b>	<b>Street</b>	<b>Size</b>
Richardson's Pharmacy	Drugstore	Woodley Rd.	4,300 SF
Jubilee Seafood	Restaurant	Woodley Rd.	6,000 SF
HERB Consignment	Furniture/gifts	Woodley Rd.	2,400 SF
Mind & Body	Therapy	Woodley Rd.	3,000 SF
Louisa's Bakery	Bakery	Woodley Rd.	Included above
Exo Vintage Jewelry	Retail	Woodley Rd.	Included above
Bud's Bar	Bar	E. Fairview Ave.	6,500 SF
Fairview Homebrew	Retail	E. Fairview Ave.	Included above
Tully Andrew's Dry Cleaning	Service	Woodley Rd.	1,000 SF
Seville Salon	Service	E. Fairview Ave.	3,500 SF
Café Louisa	Restaurant	E. Fairview Ave.	Included above
Tomantino's Pizza	Restaurant	E. Fairview Ave.	Included above
El Rey's Burrito	Restaurant	E. Fairview Ave.	1,700 SF
Sandra Nickel's Realty	Office	E. Fairview Ave.	2,000 SF
Cloverdale Shoe Repair	Service	E. Fairview Ave.	500 SF
Irish Pub	Bar	E. Fairview Ave.	2,000 SF
Stonehenge Gallery	Retail	E. Fairview Ave.	2,500 SF
Sinclair's	Restaurant	E. Fairview Ave.	3,000 SF
Capri Theatre	Movie Theater	E. Fairview Ave.	6,500 SF
Bead Shop	Retail	Boultier St.	2,600 SF
Capitol Books	Bookstore	Woodley Terrace	2,000 SF

Occupancy Rate – There is approx. 60,000 SF of commercial property within this subject site. With approx. 7,000 SF vacant, the occupancy rate is 88%.

Rental Rates – The range of rates for this district is approx. \$8 - \$16 PSF with the lower end having pass through expenses and the higher end being full service or close to. These properties are generally old and most of these Landlords in the past have deferred maintenance as much as possible. Tenants have had their share of complaints about renovation needs.

Recent Changes – The mix is currently undergoing some changes with the recent sale of a group of commercial spaces along Fairview. A local business with bar expertise purchased the strip and is creating an Irish Pub in a previously vacant space. This space is under construction and taken into account in the above occupancy. The city has the intention of pursuing the "entertainment district" approval for this area. This allows open container alcohol beverages, but most importantly will make the patio dining more attainable.