

THE
SHOPS
OF GRAND RIVER



BIRMINGHAM, ALABAMA



A \$16M transformation plan marks a new era of growth: retail, hospitality, sports, and entertainment.

The Shops of Grand River is located off the highly trafficked Interstate 20 at exit 140 in Leeds, Alabama. Just 15 minutes from downtown on Birmingham's east side, The Shops of Grand River is part of a growing entertainment and retail corridor that attracts over 8.7 million visitors annually.

2026 kicks off a multi-year plan to update, expand, and remerchandise the project, introducing new retail, hospitality and entertainment options. This includes improvements throughout the property and the redevelopment of the 17-acre drive-in theater site, transforming the center beyond traditional retail.

An area of the 17-acre site will feature a new restaurant, immersive entertainment and a hotel developed by the same team behind the sports park, creating a connection between hospitality, recreation, and retail while building a foundation for long-term growth.

KEY CENTER FACTS

Source: Placer.ai

Annual Visitors	2.2 million
Source traffic counters	
Visit Frequency	2.25
Average Dwell Time	68 minutes
Average HHI	\$72,679
GLA	329,378sf
# Stores	70
# Parking Spaces	1,694
Parking Ratio	4:1000

THE SHOPS OF GRAND RIVER MARKET INSIGHTS

MARKET DEMOGRAPHICS

Source Placer.ai 2023 Census

STATS	10 MILES	20 MILES	30 MILES
Population	221,338	702,526	1,100,000
Households	86,626	281,733	407,461
Persons per HH	2.54	2.49	2.54
Average HHI	\$107,607	\$101,115	\$97,631

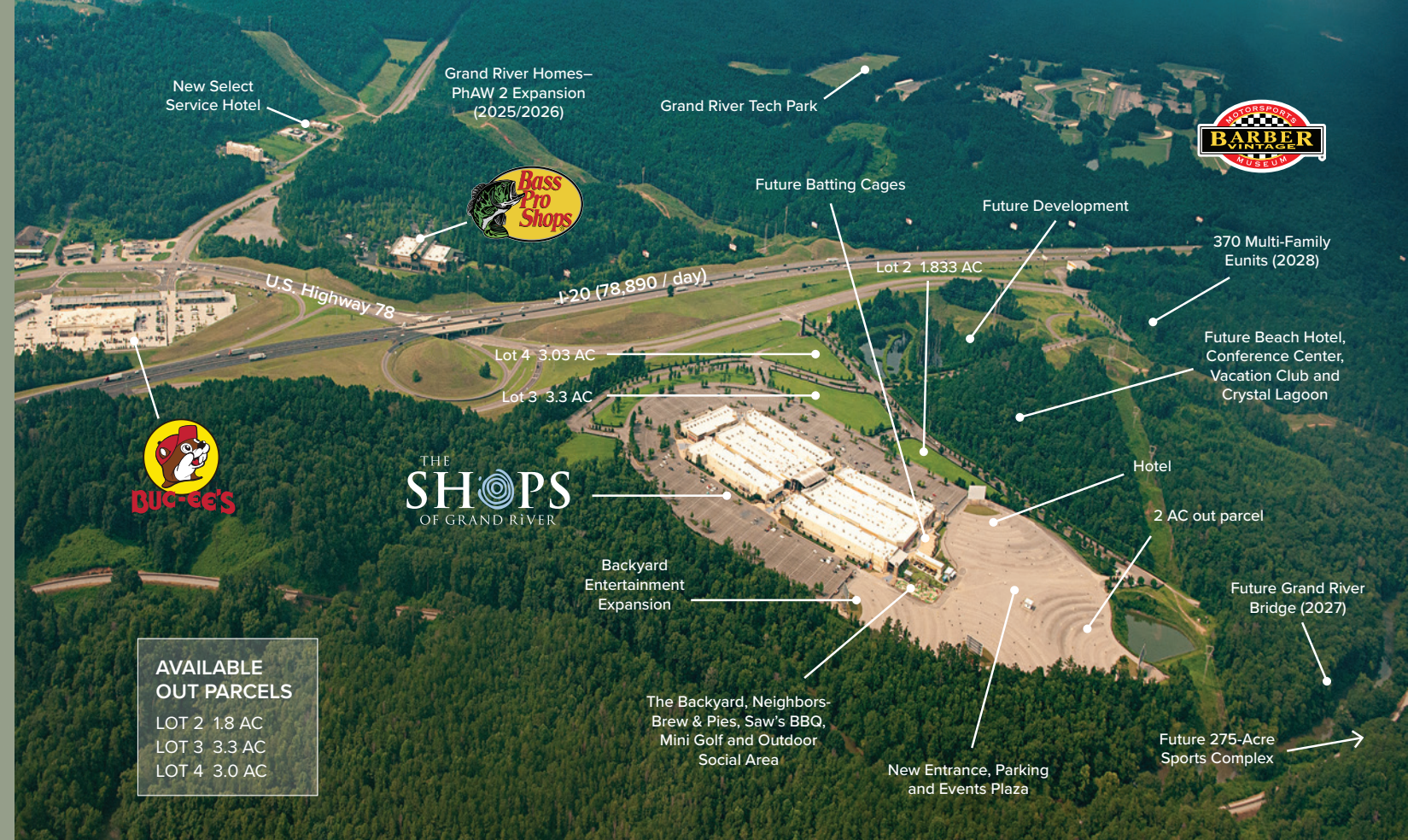
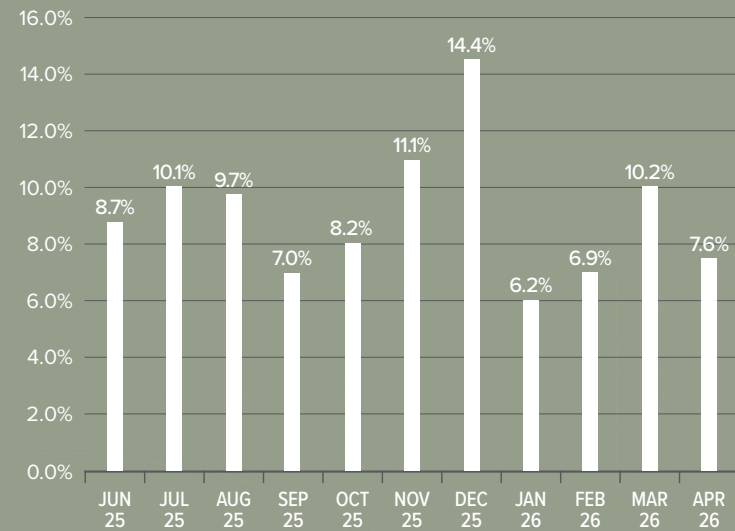
Median Age	10 MILES	20 MILES	30 MILES
	38.3	37.5	38.2

ETHNICITY

White	55.3%	56.6%	58.2%
Black	36.6%	33.6%	31.9%
Hispanic	4.4%	4.9%	5.2%
Asian	1.3%	2.0%	1.7%
Other	<0.5%	<0.5%	<0.5%

SEASONALITY CHART

% OF TRAFFIC BY MONTH
Source Placer.ai



AVAILABLE OUT PARCELS
LOT 2 1.8 AC
LOT 3 3.3 AC
LOT 4 3.0 AC

A Regional Powerhouse

The Shops of Grand River is a dynamic destination blending national retail, casual dining, and immersive entertainment. At its center is *The Backyard*—a vibrant gathering space featuring **Neighbors Brew Pub**, **Saw's BBQ**, outdoor games, a live performance stage, and mini golf—creating an experience that goes far beyond shopping.

Just minutes away, the corridor is anchored by iconic attractions. **Buc-ee's** draws visitors from across the region with its record-setting size and cult-following reputation. **Barber Motorsports Park** hosts premier events like the Children's Indy Grand Prix and Porsche driving experiences, alongside the world-renowned **Barber Vintage Motorsports Museum**—home to the largest motorcycle collection on earth. Nearby, **Bass Pro Shops Outdoor World** serves as both a retail anchor and an experiential destination, blending shopping with education and entertainment.

This momentum is reinforced by significant residential growth. This year more than 360 new homes are planned in Leeds, complemented by 53 townhomes and a new single-family community by **Grand River Homes**—where the first phase has already sold out—creating a built-in, expanding customer base.

For retailers, this is more than a location—it's a high-traffic, experience-driven environment built to perform and grow with its audience.



Grand River Development

Grand River Development Partners

Retirement Systems of Alabama, PCH Hotels & Resorts, Sports Illustrated Resorts, United States Steel, City of Leeds, Alabama, and Alabama Dreams Park

Investment

Grand River Development\$700M
The Shops of Grand River \$16M

DEVELOPMENT PROJECTS

Sports Park (275 acres)

- Soccer/Lacrosse Fields (24 Turf & Natural)
- Baseball Fields (10 Fields & 3 Tournament Fields)
- Softball (8 Fields)
- Track
- Training Facilities (2 fields)
- Camp Facilities
- Stadium (Future)

Residential Development

Single Family Homes950
Sports Cottages 50
Multi-Family370 units

Hospitality Projects

- Full service 150 room Hotel at The Shops
- The Beach Hotel at Crystal Lagoon (200 rooms)
- Vacation Beach Club at Crystal Lagoon (100 units)
- Future Hotel 2 at Crystal Lagoon (150 rooms)
- Crystal Lagoon (5 acres)
- Multiple Restaurants throughout the new development



THE SHOPS OF GRAND RIVER REDEVELOPMENT



The Shops of Grand River Redevelopment

Timeline: 2026–2029

- Strategic repositioning of the tenant mix
- A capital plan that includes improvements throughout the center
- Recreation and Entertainment Expansion
- Future Kayak & Canoe Launch with Overlook
- Nature Walking Trails

Positioning for Long-Term Success

With a \$16M transformation plan underway, The Shops is well-positioned for long-term success. Looking ahead over the next few years, a bold remerchandising plan will reimagine the center's purpose, positioning, and appeal, going well beyond filling vacancies. The center will be anchored by a full-service hotel, featuring expanded entertainment and recreational activities. To the west of the shopping center, plans include additional hospitality options. To the north, a new residential community will be developed around the upcoming championship sports park.



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