



THE  
POST<sup>2.0</sup>

AUCTION DATE: JUNE 26-28



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R MARKETPLACE

IDEALLY LOCATED HISTORIC OFFICE/RETAIL BUILDING PREPPED FOR REDEVELOPMENT OR USER

317 20TH STREET NORTH, BIRMINGHAM, AL 35203

# OFFERING MEMORANDUM



HarbertRealty.com  
2 North 20th Street Suite 1700  
Birmingham, AL 35203  
205.323.2020

IDEALLY LOCATED OFFICE/RETAIL BUILDING FOR SALE

# OFFERING MEMORANDUM

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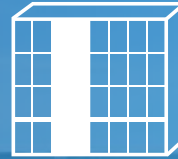
**CHARLIE NORTON**

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205.458.8116



## PRICING

AUCTION DATE - JUNE 26-28  
VISIT THE AUCTION PAGE 



## PROPERTY TYPE

OFFICE/RETAIL  
IDEAL FOR INVESTOR OR USER



## LOCATION

317 20TH STREET NORTH  
BIRMINGHAM, AL 35203



## YEAR BUILT/RENOVATED

1900/2018



## PARKING

8 DECKS/PARKING LOTS  
WITHIN 2 BLOCKS OF THE PROPERTY



## SIZE

BUILDING: ±24,821 SF  
LOT SIZE: 0.16 ACRES



## TRAFFIC COUNTS

5,683 AADT ON 20TH ST N  
9,951 AADT ON 3RD AVE N  
2,445 AADT ON 4TH AVE N



## TENANCY

MULTI-TENANT BUILDING:  
JIMMY JOHNS - 1,679 SF  
CHARM - 1,000 SF  
AVAILABLE SPACE - 22,142 SF

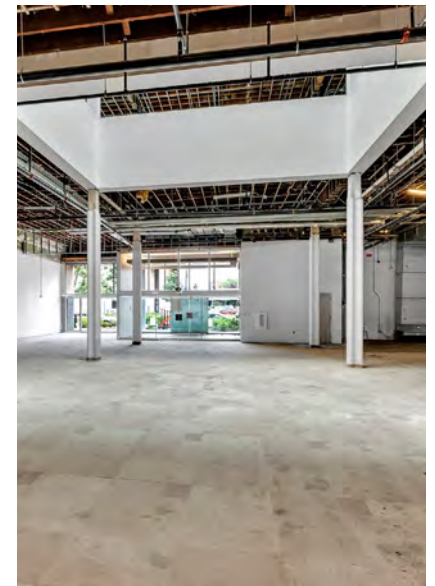
## OFFERING SUMMARY

Welcome to The Post!! This **±24,821 SF** opportunity is situated in the middle of **downtown Birmingham, AL** also known as the CBD (Central Business District). This opportunity comes with **in-place income from two (2) retail tenants, Historic Tax Credits and a ± 18,692 SF three story building in shell condition** (mechanical, electrical, plumbing, roof etc all recently replaced). This opportunity is located at the corner of 4th Avenue North and 20th Street and offers flexibility for both a user and investor. Take a look at the Marketing Package for more information and make sure to watch the drone video to further showcase this opportunity and location.



## INVESTMENT HIGHLIGHTS

- \$50,064.12 in annual income from Jimmy Johns/Charm
- \$375,000 in Historic Tax Credits that will come with the sale and be transferred to the new buyer. (Historic Consultant: David Schneider / Architect: Fifth Dimension)
- ±18,692 SF 3 story building in shell condition (Construction completed by Robins and Morton)
- Real estate located in a trophy location at the corner of 4th Avenue North and 20th Street (20th Street is the main artery in downtown Birmingham, AL)

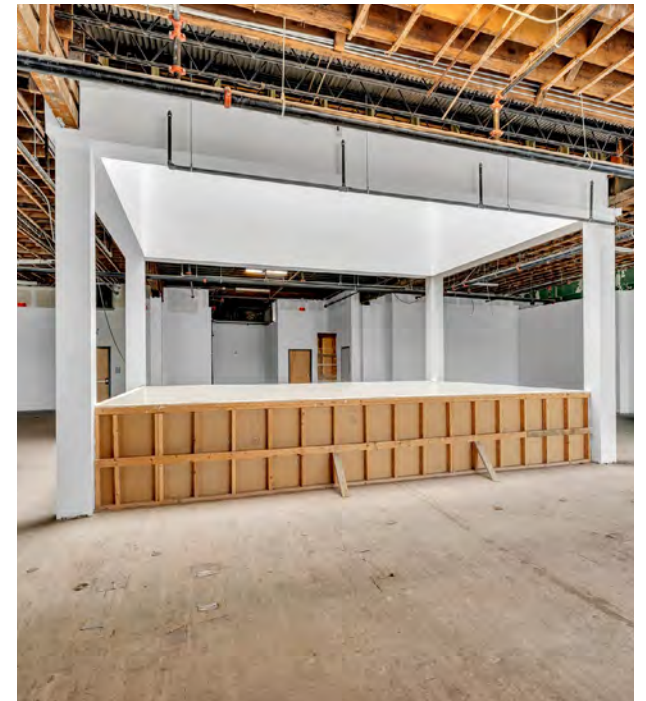


# EXTERIOR IMAGES

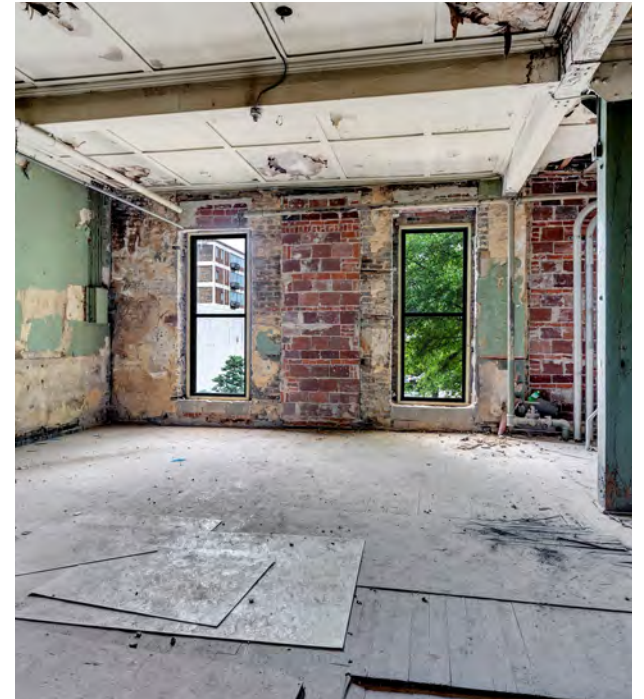
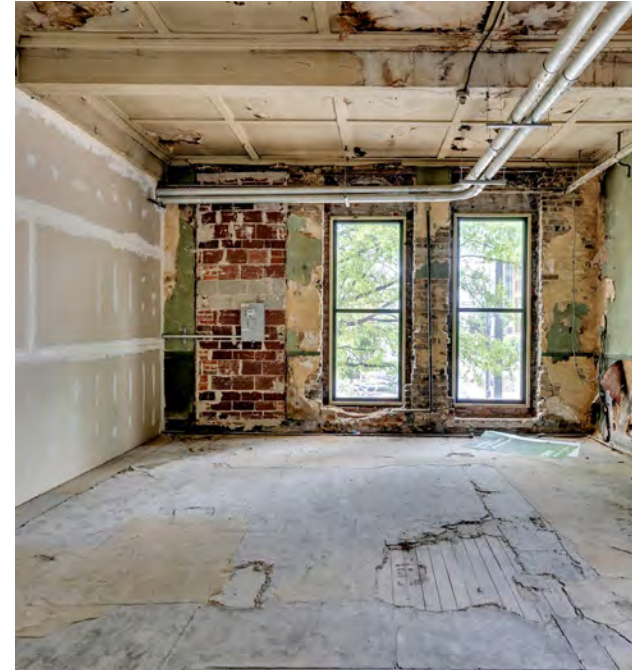


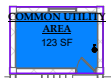


MAIN OFFICE SPACE | 2ND AND 3RD FLOORS

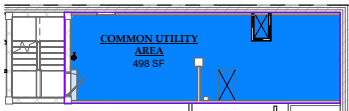


2ND FLOOR SPACE (ABOVE JIMMY JOHN'S)

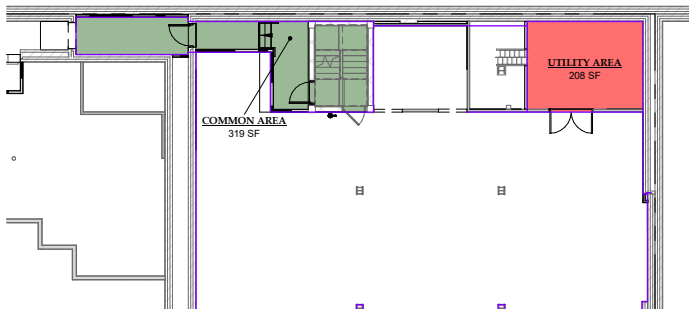




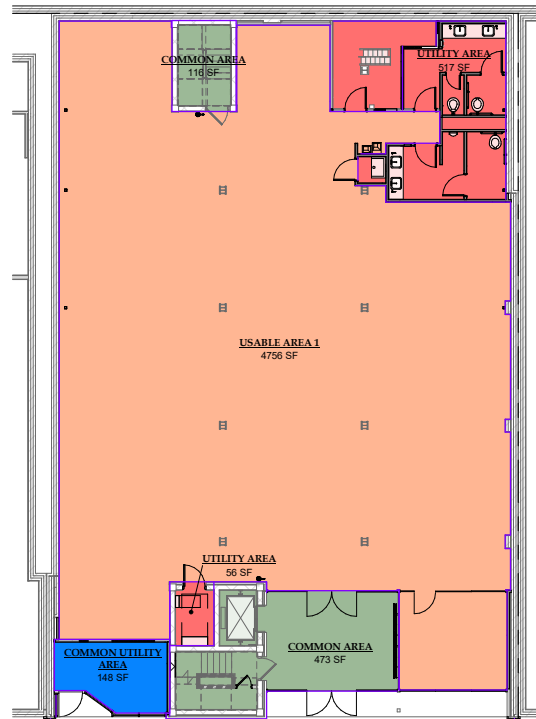
4 ELEVATOR EQUIP. ROOM LEVEL  
1/16" = 1'-0"



3 UPPER MECH. ROOM LEVEL  
1/16" = 1'-0"



2 MEZZANINE LEVEL  
1/16" = 1'-0"



1 FIRST FLOOR  
1/16" = 1'-0"

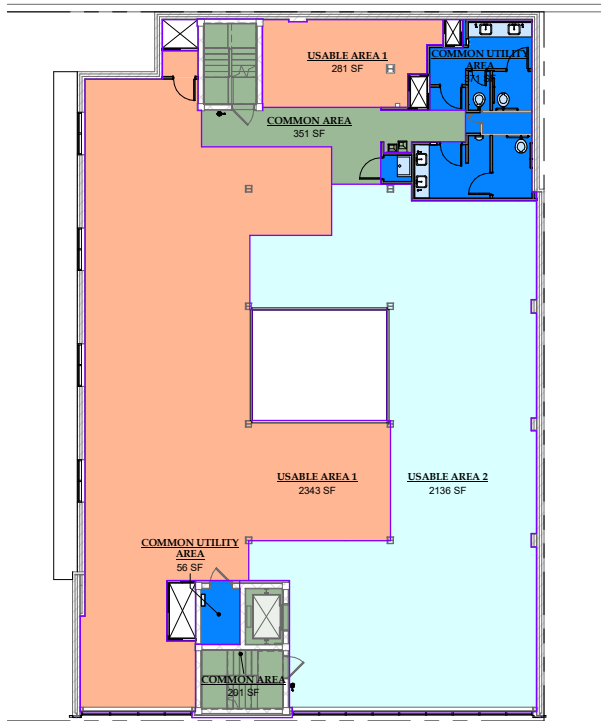


COMMON	
FIRST FLOOR	737 SF
SECOND FLOOR	318 SF
THIRD FLOOR	979 SF
MEZZANINE	319 SF
ELEVATOR	123 SF
UPPER MECH.	498 SF
<b>TOTAL COMMON</b>	<b>2,974 SF</b>

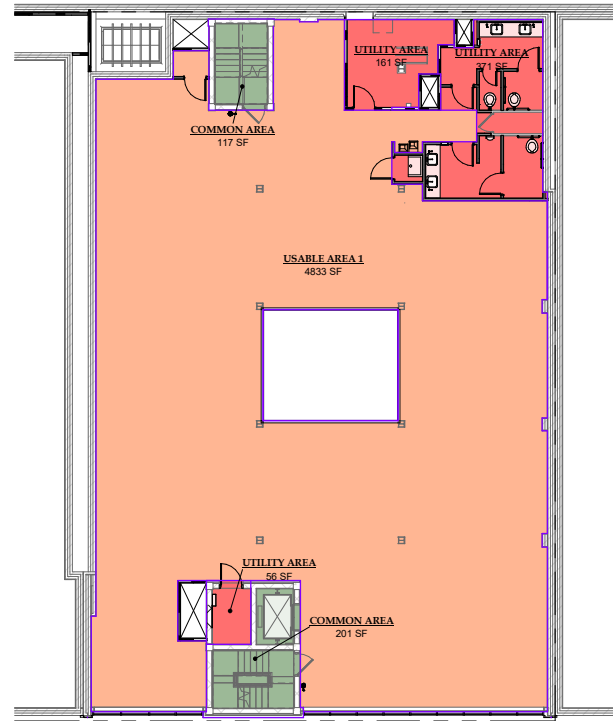
RENTABLE	
FIRST FLOOR UTILITY	573 SF
FIRST FLOOR USABLE 1	4,756 SF
<b>FIRST FLOOR GLA</b>	<b>5,329 SF</b>
MEZZANINE UTILITY	208 SF
<b>FIRST + MEZZ. GLA</b>	<b>5,537 SF</b>
*MEZZANINE UTILITY SERVES FIRST FLOOR	

SECOND FLOOR UTILITY	588 SF
SECOND FLOOR USABLE 1	4,833
<b>SECOND FLOOR GLA</b>	<b>5,421 SF</b>
THIRD FLOOR USABLE 1	2,624 SF
THIRD FLOOR USABLE 2	2,136 SF
<b>THIRD FLOOR GLA</b>	<b>4,760 SF</b>
<b>TOTAL BUILDING GLA =</b>	<b>15,718 SF</b>

RENT CALCUATIONS	
TENANT 1	13,582 SF x 1.15 = 15,619.3
TENANT 2	2,136 SF x 1.15 = 2,456.4
<b>TOTAL</b>	<b>18,075.7</b>
<b>TOTAL GLA + COMMON =</b>	<b>18,692 SF</b>



**2** THIRD FLOOR  
 1/16" = 1'-0"  
 potential schematic for two tenants



**1** SECOND FLOOR  
 1/16" = 1'-0"  
 0 1' 2' 4' 8'

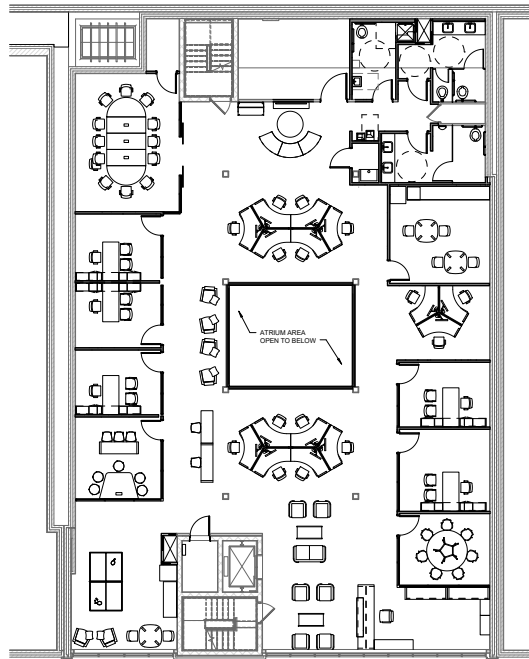
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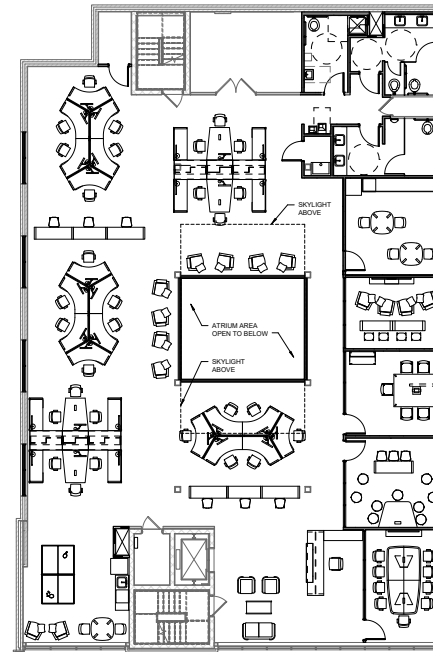
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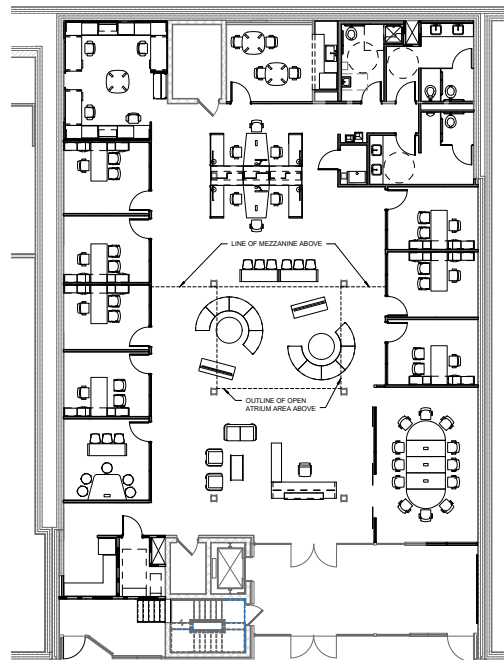
# BUILDING PLANS | POTENTIAL LAYOUT



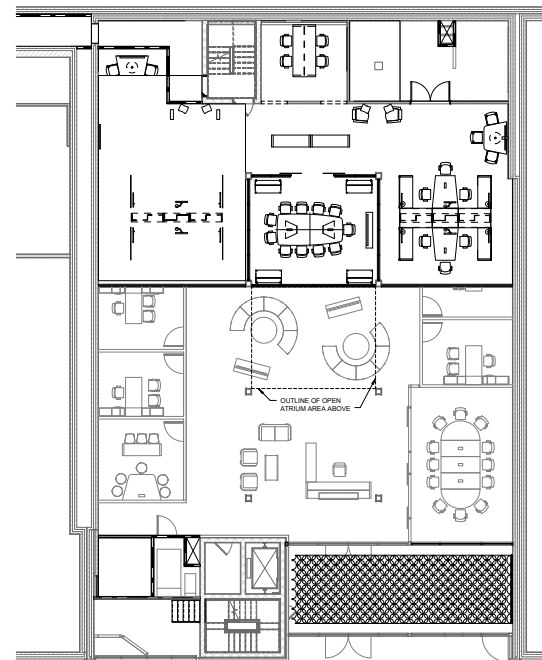
① SECOND FLOOR TENANT PLAN  
1/8" = 1'-0"



② THIRD FLOOR TENANT PLAN  
1/8" = 1'-0"



① FIRST FLOOR TENANT PLAN  
1/8" = 1'-0"



② MEZZANINE TENANT PLAN  
1/8" = 1'-0"

# POTENTIAL LAYOUT RENDERINGS





1,679 RSF

## JIMMY JOHN'S

Founded in 1983, Jimmy John's offers a bold and unexpected sandwich experience to every customer. With more than 2,600 franchise units it is one of America's fastest growing Restaurant brands. It was purchased by Inspire Brands, Inc. in 2019. Inspire Brands is an American holding company and the owner and franchisor of the Arby's, Buffalo Wild Wings, Sonic Drive-In, Jimmy John's, Dunkin' and Baskin-Robbins restaurant chains.

[LEARN MORE](#)

## CHARM

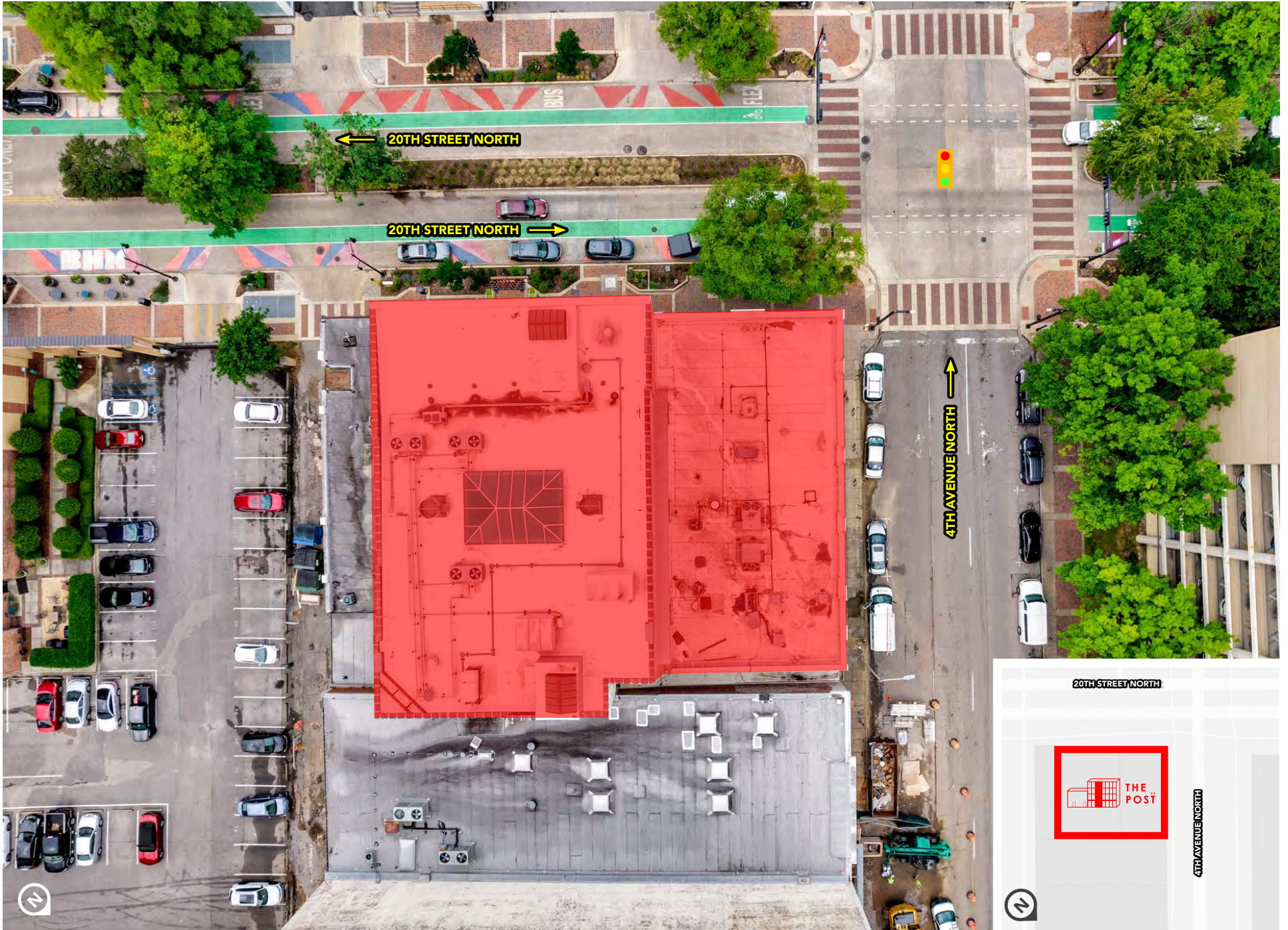
Charm is Birmingham's local vintage accessories shop carrying modern & vintage jewelry as well as bags, accessories & gift items. Charm, formerly known as Charm on 2nd, is a locally owned and operated boutique in downtown Birmingham that sells jewelry, accessories and handmade goods.

[LEARN MORE](#)



1,000 RSF

# SITE PLAN



# LOCATION OVERVIEW



Nearby Parking Options	
1	Birmingham Parking Authority Deck 5
2	SP+ Parking
3	Birmingham Parking Authority Deck 4
4	Birmingham Parking Authority Deck 3
5	Premium Parking
6	Park Rite Deck
7	SP+ Parking
8	Birmingham Parking Authority Deck 6
[ ]	Metered Street Parking

The Seller makes no guarantee of availability at the parking opportunities listed above





LOCATION OVERVIEW | LOOKING NORTH



# BIRMINGHAM, AL

Birmingham is the largest city in Alabama and one of the top 50 metros in the US with an MSA population of 1,120,755. One of the largest financial centers in the Southeast, the city is home to major banking institutions including PNC Bank and Regions Financial. A regional hub for healthcare, there are 21 hospitals in the region that employ over 63,000 residents. A blend of both medical and education disciplines, the University of Alabama at Birmingham boasts an enrollment of +22,500 students and an employee count of over 28,000, making it a major demand driver in the city. A new report shows the University of Alabama at Birmingham's annual economic impact in Alabama of \$12.1B in 2022. In 2022, approximately 1,500 new jobs were added and more than \$183M in capital investments were invested in Birmingham. An affordable tax climate, low cost of living, and charming overall appeal are trademarks of the metro. Expanding capital investment represents confidence in the Birmingham business climate and continued economic growth.

## ACCESS TO BIRMINGHAM'S TOP EMPLOYERS

EMPLOYER	JOBS
University of Alabama at Birmingham	28,000
Regions Financial Corp.	9,000
Honda Manufacturing of Alabama	4,800
St. Vincent's Health System	5,100
Baptist Health System, Inc.	4,633
Children's of Alabama	5,000
AT&T	4,517
Alabama Power Co.	3,982
Blue Cross-Blue Shield of Alabama	3,570
Mercedes-Benz U.S. International, Inc.	3,500
U.S. Postal Service	2,800
PNC Bank	2,765
Buffalo Rock Co.	2,200
Southern Co. Services	2,116

### 5 INTERSTATES

PROVIDE ACCESS TO OVER 80% OF THE U.S. POPULATION IN A TWO-DAY DRIVE

ALABAMA HAS

### #1 BUSINESS CLIMATE

IN THE NATION

ACCORDING TO *BUSINESS FACILITIES*

### 20,000

PROSPECTIVE EMPLOYEES GRADUATE ANNUALLY FROM THE BIRMINGHAM REGION'S 26 COLLEGES/UNIVERSITIES

### \$2.5 BILLION

INVESTED IN DOWNTOWN REVITALIZATION SINCE 2010

BIRMINGHAM-SHUTTLESWORTH INTERNATIONAL AIRPORT OFFERS

### 100+ FLIGHTS

TO 21 AIRPORTS AND 18 CITIES

ALABAMA IS HOME TO THE

### 2ND LOWEST

PROPERTY TAXES IN THE NATION

COST OF LIVING IS

### 87%

OF THE NATIONAL AVERAGE, ONE OF THE LOWEST AMONG SOUTHEAST METROS

**HEALTHCARE**

- Anchored by UAB, the healthcare industry in the Birmingham metro drives the area economy and employs over 63,000 residents. Birmingham currently has the highest concentration of health care and technical jobs in any of the top 50 MSAs in the country.
- UAB: 28,000 employees / 83 city blocks - \$12.1B Economic Impact in AL in 2022
- Children’s of Alabama: 5,000 Employees / \$400M – 760K SF facility / 3rd largest pediatric facility in the country
- Grandview Medical Center: \$280M, 372 bed facility completed in the of fall 2015
- St. Vincent’s: 5,100 employees / 409 beds / \$266M in community benefit and care of persons living in poverty in 2016
- Baptist Health Systems: Largest healthcare network in AL / 77 outpatient offices / 1,300 doctors / 5,000 employees

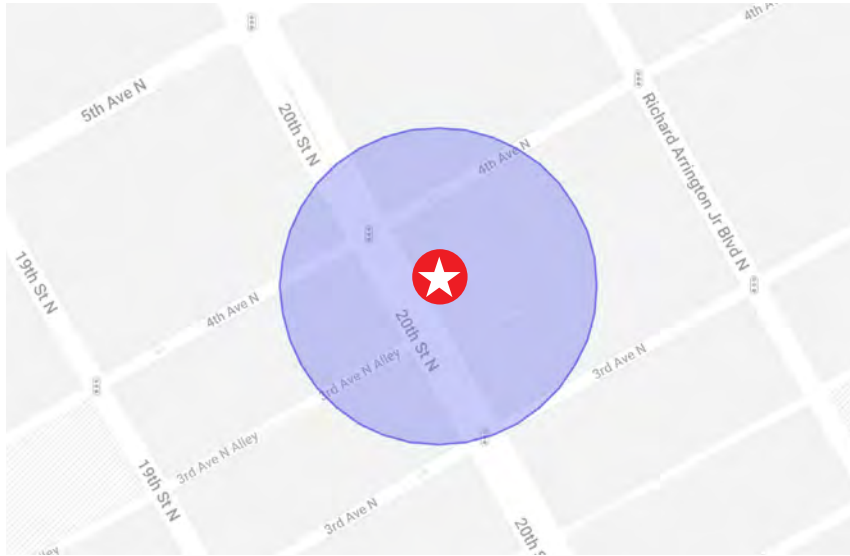
**AUTOMOTIVE**

- Since 2011, new and expanding automotive companies have announced more than 5,900 jobs and \$1.8 billion in investments
- Three OEMs – Mercedes-Benz U.S. International, Honda Manufacturing of Alabama and Autocar – produce over 500,000 cars and trucks annually.
- Over 25 automotive suppliers
- 18,000 skilled automotive workers in Central Alabama, twice the U.S. metro average

**INFORMATION TECHNOLOGY**

- After being acquired by Target for \$550 million in 2017, home-grown Shipt has announced over 1,000 tech and corporate headquarter jobs in Birmingham
- Fastest city in the nation to fill engineering jobs, according to GeekWire
- Innovation Depot is the Southeast’s largest high-tech incubator
- Designated a TechHire community, training 925 prospective IT workers for the region’s talent pipeline
- The industry has announced more than 2,300 jobs and \$200 million in capital investments since 2011
- Landing, which helps people find flexible apartment living, is relocating its headquarters from San Francisco to Birmingham; adding an estimated 816 full time jobs





**12 MONTH DEMOGRAPHICS WITHIN 250 FT**

Visits	193.5K
Visitors	91.3K
Visit Frequency	2.12
Avg Dwell Time	130 minutes
Visitor Income	\$75-\$100K

# 193.5K

VISITS

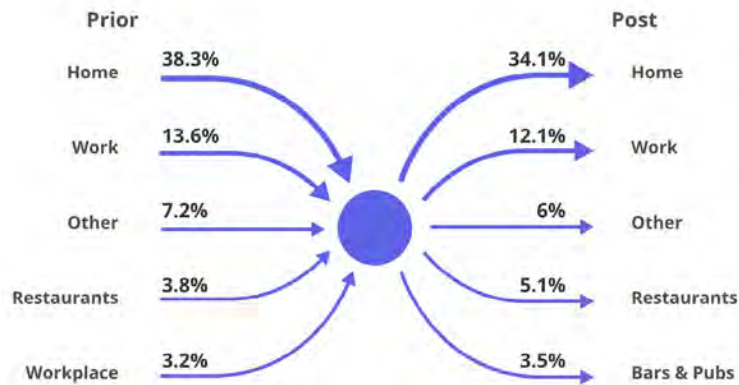
# \$75-\$100K

VISITOR INCOME

# 91.3K

VISITORS

**Visitor Journey**



POPULATION	1 MILE	3 MILES	5 MILES
2023 Estimated Population	6,976	69,052	159,603

DAYTIME BUSINESS POPULATION	1 MILE	3 MILES	5 MILES
2023 Estimated Employees	42,085	98,151	155,454

INCOME	1 MILE	3 MILES	5 MILES
2023 Estimated Average Household Income	\$62,644	\$93,098	\$105,372



**2017 2nd Ave North  
Birmingham, AL**

±7,000 SF  
Sold for \$865,000 or \$123.57 psf  
9/27/21



**2323 2nd Ave N  
Birmingham, AL**

±21,400 SF  
Sold for \$2,625,000 or \$125 psf  
6/18/21 (user)



**2009 2nd Ave North  
Birmingham, AL**

±7,000 SF  
Sold for \$1,065,000 or \$152.14  
6/3/22



**2125 Morris Ave  
Birmingham, AL**

±16,000 SF  
Sold for \$1,550,000 or \$98psf  
12/17/21 (user)



**2420-2424 1st Ave N  
Birmingham, AL**

±21,000 SF  
Sold for \$2,254,675 or \$107.37  
1/4/23



### CHARLIE NORTON

Vice President/Broker  
 cnorton@harbertrealty.com  
 205.458.8116

Charlie Norton joined Harbert in 2012 and his main role is Leasing & Brokerage Associate for the Transaction Services Group. Within the past few years he has found himself working with both Harbert Retail and Transaction Services Group as more of a hybrid player. Charlie's specializes in Landlord Representation of Class A Office, representation of both buyers/sellers in the market, as well as tenant representation, mainly with restaurant/retail clients. Charlie has found himself over the years enjoying and excelling in a team environment and engages with the Harbert Retail Team on a daily basis.

Prior to joining Harbert Realty in 2012, Charlie spent four years with Colonial Properties Trust in Operations/Multi-Family Management. Charlie earned his Certified Property Manager (CPM) designation in 2015 and proudly displays this in his current production role. Charlie served as the 2016 President of the Alabama Chapter of the Institute of Real Estate Management (IREM) and is a member of NAIOP. Charlie graduated from The University of Alabama in 2008 with a major in Finance and concentration in Real Estate. His entire family is in the real estate business and he was eager to jump in right out of college. Outside of the office Charlie enjoys spending time with his wife Katherine, daughters Annie and Pearson and dog Palmer!! He also loves the game of golf and bird hunting. Charlie is a proud member of The Monday Morning Quarterback Club as well as he serves on the Junior Board for The Bell Center.

- Certified Property Manager designation
- Member of Institute of Real Estate Management (IREM)
- Member of NAIOP
- 2018- Major Gifts Committee for The Bell Center (Right From The Start Campaign)
- 2019-2022 – The Bell Center Junior Board



### PROPERTY/ASSET MANAGEMENT

We have represented, managed or leased more than 10 million square feet of office, retail and industrial space for owners located across the United States.



### LEASING & BROKERAGE

We have the expertise, team and process to implement a comprehensive and aggressive marketing program to maximize results and value.



### DEVELOPMENT

We develop properties for our own account, which means our interest in each project's profitability is personal.



### INVESTMENT SALES

We provide consulting, execution and investment management services to clients engaged in buying, selling, building, financing or investing in commercial real estate.



### RETAIL SERVICES

We provide full service commercial retail services to our clients in a professional, timely manner.



### MULTIFAMILY

We provide exclusive focus on apartment brokerage services throughout the Southeast as Harbert Multifamily Advisors.



# HARBERT

REALTY SERVICES



Harbert Realty Services is one of the largest privately held, independent commercial real estate firms in the Southeast. HRS was founded with a main focus on bringing value to our clients. For 40 years, we have built a business around this focus and strive to achieve this in every transaction and opportunity.

Since its founding, HRS has developed an unparalleled reputation for expertise, integrity, and creativity in providing comprehensive and best-in-class, process driven commercial real estate services to our tenants, clients, and investors.

Commercial real estate is our only business. Every member of our firm is a specialist. As a result, we have developed a highly focused team of real estate professionals with tremendous knowledge and experience. We measure our success by the value of the results it produces for our clients. Our success is guided by our philosophy, values and culture.

## NEARLY 40 YEARS OF SERVICE

*as one of the leading full service commercial real estate firms in the Southeast*

## OVER \$2.79 BILLION

*in transaction volume*

## LEASE & MANAGE

### ±4,000,000 SF

*of commercial office, retail industrial, multifamily and medical space*

## DIVERSIFIED COMPANY

*Office, Retail, Multifamily, Industrial and Medical*

# HOW TO REGISTER TO BID

The auction for The Post Downtown, Birmingham AL is scheduled for June 26 – 28, 2023. All interested buyers must register, be approved to bid and place their bids during the auction event on the property's Real Insight Marketplace website. Instructions on registering to bid are outlined below.

## PURCHASING ON MARKETPLACE

1. Navigate to the property website by entering keywords into the search bar (property name, city, state, etc.) at <https://rimarketplace.com/>
2. Review the opportunity. Sign the Electronic Confidentiality Agreement. Download and review all due diligence in the Due Diligence Vault.
3. Connect with the listing broker to review the deal and answer any questions. Tour the property.
4. Complete final underwriting of the deal and decide whether to participate in the upcoming auction event, keeping in mind that *all due diligence must be completed* prior to bidding and signing the non-contingent, non-negotiable Purchase and Sale Agreement.

## HOW TO REGISTER TO BID

1. Navigate to the property website and click "Register to Bid".
2. Complete "Buyer Information" including who the purchase contract should be issued to if you are the winning bidder. \*Note- if you have yet to form the entity, this may be done during the escrow period. You may purchase now as an individual then assign later. Please reference Purchase and Sale Agreement for specifics.
3. Upload Proof of Funds and Request your Bid Limit. Proof of funds are liquid funds available (bank statements, brokerage account statements, standby line of credit).
4. Review and Agree to the Bidder Registration Certification by selecting "I Agree, Submit My Registration"
5. Our Registrations team will review and reach out if anything is needed or if you are approved to bid.
6. \*\*The property page will show: "You are registered to bid. Approval pending."

## QUESTIONS?

Check out our FAQ page >>>>>  
<https://rimarketplace.com/faq>

How to Place a Bid

Auction Clock Countdown and Reset functionality

Platform Fee

Bidder Registration Information

Proof of Funds Requirements

## CONTACT REAL INSIGHT MARKETPLACE

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Senior Vice President

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 **MARKETPLACE**

CHARLIE NORTON  
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**R MARKETPLACE**  
CHARM

**AUCTION DATE: JUNE 26-28**  
➔ **VISIT THE AUCTION PAGE**

THIS IS A CONFIDENTIAL MEMORANDUM intended solely for your limited use to determine whether you wish to express an interest in the purchase of the Property. This confidential memorandum contains brief, selected information pertaining to the business affairs of the Property's owner ("Owner") and has been prepared by Harbert Realty Services ("HRS"), the Owner's exclusive agent, primarily from information supplied by the Owner. Although representatives of the Owner have reviewed this confidential memorandum, it does not purport to be all-inclusive or contain all of the information that a potential investor may desire. Neither the Owner, nor any of its affiliates, members, officers, directors, employees or agents, nor HRS make any representation of warranty, expressed or implied, as to the accuracy or completeness of any of the information contained herein. Each of the Owner and HRS disclaims any liability which may be based on such information, errors therein, or omissions therefrom. All financial data contained herein is unaudited. There is no representation as to environmental conditions of the Property, or as to any other aspect of the Property. By your receipt of this confidential memorandum, you agree that this memorandum and information contained herein are of a confidential nature and that you will hold and treat them in the strictest of confidence, and that you will not, directly or indirectly, disclose or permit anyone else to disclose this memorandum or any part of the contents in any fashion or manner detrimental to the interests of the Owner. Further, you agree not to discuss this memorandum with any other institution, potential investor or tenant without the express permission of HRS and the Owner. Upon request, the recipient will promptly return this confidential memorandum and any other material received from the Owner or HRS without retaining any copies thereof. This confidential memorandum shall not be deemed an indication of the state of affairs of the Owner or constitute an indication that there has been no change in the business or affairs of the Owner since the date of preparation of this memorandum. Neither the Owner nor HRS undertakes any obligation to provide additional information or to correct or update any of the information contained in this confidential memorandum.