



THE PIZITZ

BIRMINGHAM, AL





BIRMINGHAM, THE MAGIC CITY

The greater Birmingham MSA exceeds **1.1M**, making it the **largest population and economic region in the state** of Alabama.

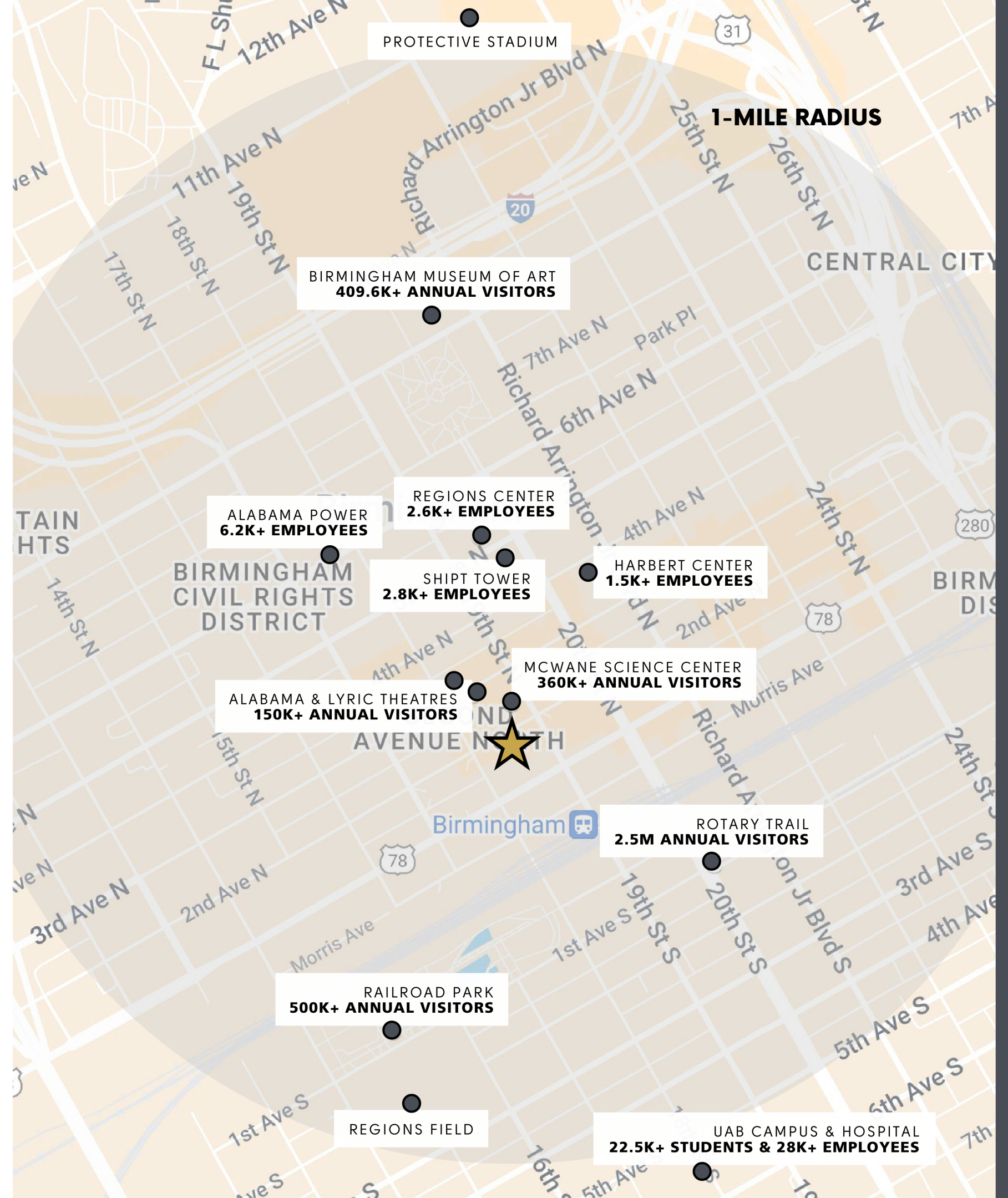
Downtown Birmingham has more than **2.1K residential units under construction** to support the **continuous rapid population growth**.

With nearly **4M annual visitors**, the greater Birmingham region generated a **record-breaking \$2.4B in economic** impact last year.

Birmingham-Hoover ranks within the **top 10 most generous metros in the nation**- the average resident donates more than \$17K annually.

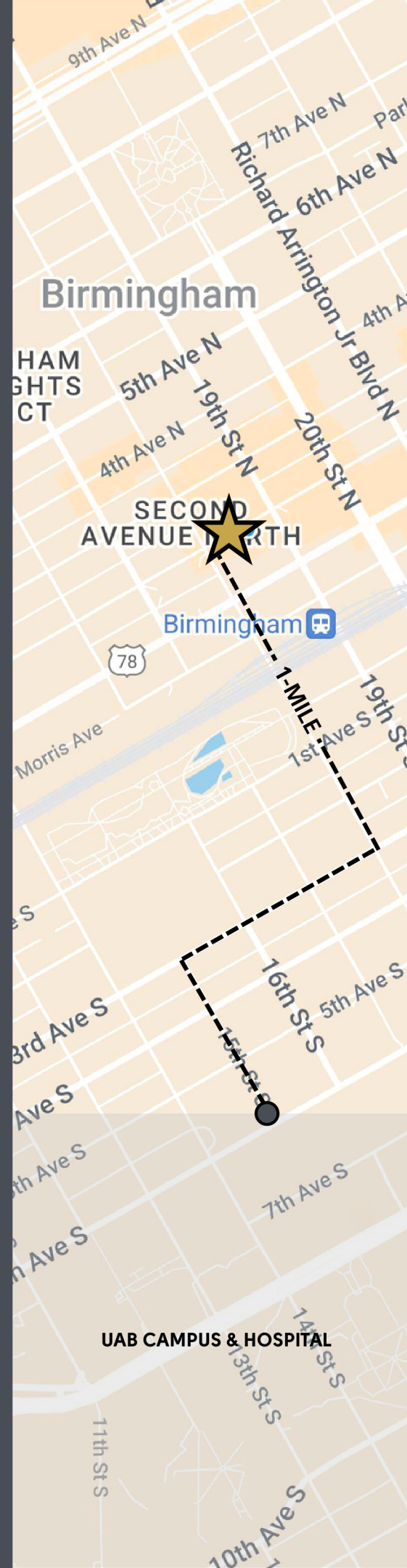
THE HEART OF **DOWNTOWN BIRMINGHAM**

Steps away from office, entertainment, parks and night life, The Pizitz is located on what's known as Birmingham's New Main Street, offering easy access to the University of Alabama Birmingham (UAB) and the Central Business District (CBD).



MINUTES FROM
**UNIVERSITY OF ALABAMA,
BIRMINGHAM**

The Pizitz is located just one-short mile away from UAB which boasts thousands of students and employees.



ENCOMPASSING
86 CITY BLOCKS

WORLD-RENOWNED
RESEARCH UNIVERSITY & MEDICAL CENTER

EXCEEDS
\$5B IN ECONOMIC IMPACT ANNUALLY

MORE THAN
22,500 STUDENTS

MORE THAN
23,000 EMPLOYEES

BIRMINGHAM'S HISTORICAL ICON

Louis Pizitz opened the Pizitz Department Store in 1923, which quickly became the heart and soul of retail commerce in Birmingham earning the title "The Busy Corner."

After sitting vacant for almost 20 years, Bayer Properties completed a \$70M renovation on the historical building and reopened its doors in 2016. Today, managed by Centennial, The Pizitz features 143 residential units, a food hall, co-working space, retail and a cinema.





IT'S ALL IN THE DETAILS

The Pizitz offers a little something for everyone and provides convenient on-site parking.



12
FOOD STALLS WITH CENTRAL BAR



143
APARTMENTS AT 92% OCCUPANCY



200 SEAT
SIDEWALK FILM CENTER & CINEMA



WARBY PARKER
FIRST-TO-MARKET OPTICAL CENTER



FORGE
COWORKING & EVENT SPACE



Forge is a coworking space that offers a variety of options, including conference rooms and event spaces. In 2023, Forge reported 92 coworking members, 28 private office members and successfully hosted over 30 events with thousands of attendees.



Sidewalk is a federally recognized nonprofit organization dedicated to encouraging filmmaking in Alabama and building audiences for independent film. Hosting nationally recognized events such as Sidewalk Film Festival and the SHOUT LGBTQ Film Festival, Sidewalk welcomes more than 15,000 visitors annually.





DATA

TRAFFIC & DEMOGRAPHICS

TRAFFIC

ANNUAL VISITS

277.6K

AVG DWELL TIME

126 MINS

TRADE AREA DEMOGRAPHICS

DAYTIME POPULATION

562,670

EMPLOYEES

248,880

STUDENTS

159,368

AVG HOUSEHOLD INCOME

\$90,527

DISCRETIONARY INCOME \$150+

3.3% +

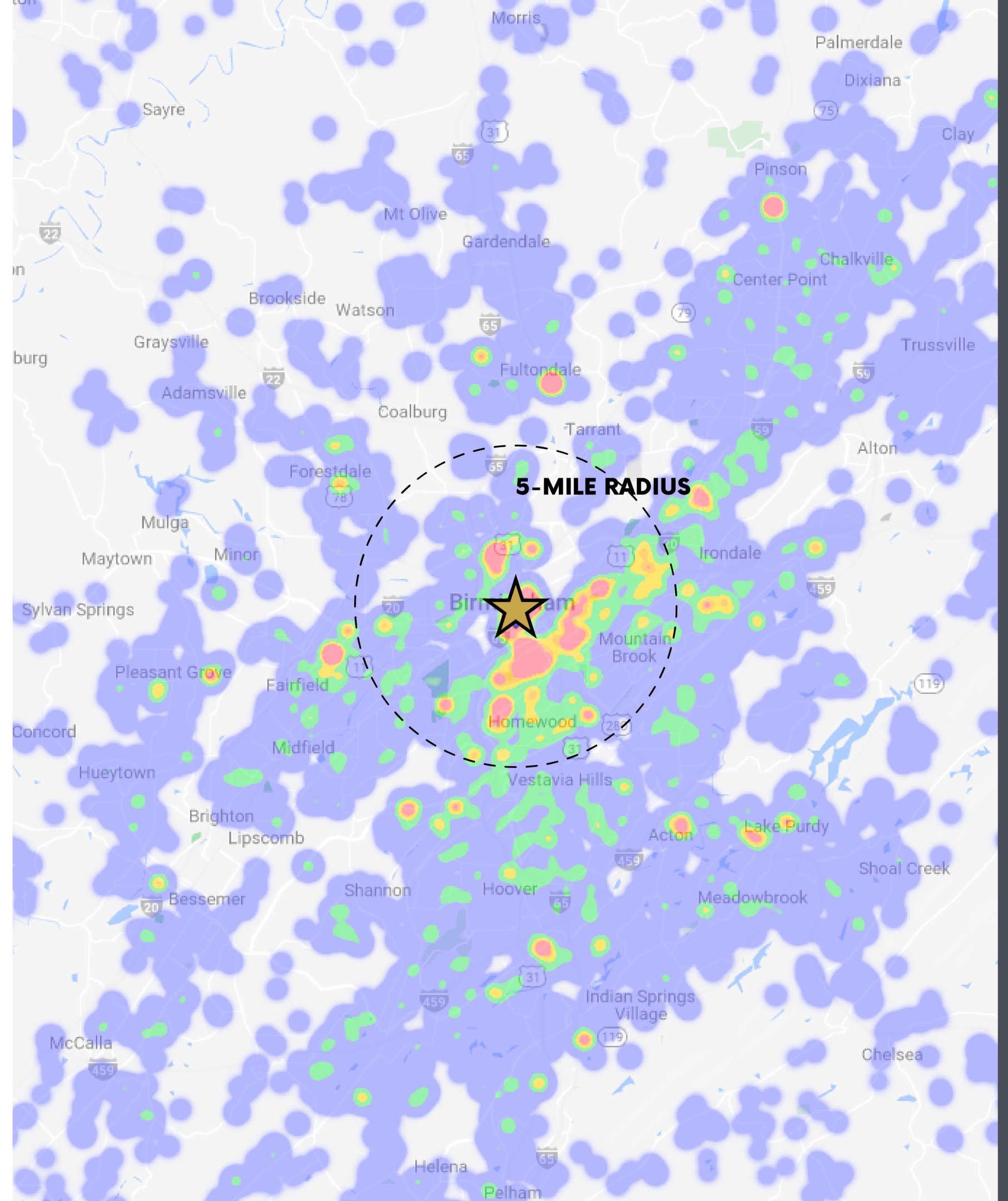
GENERATIONAL BREAKDOWN

GEN Z

16.4% +

MILLENNIALS

22.6% +



THE PIZITZ ATTRACTS CITY-LIVING **YOUNG PROFESSIONALS**

YOUNG PROFESSIONALS 32%

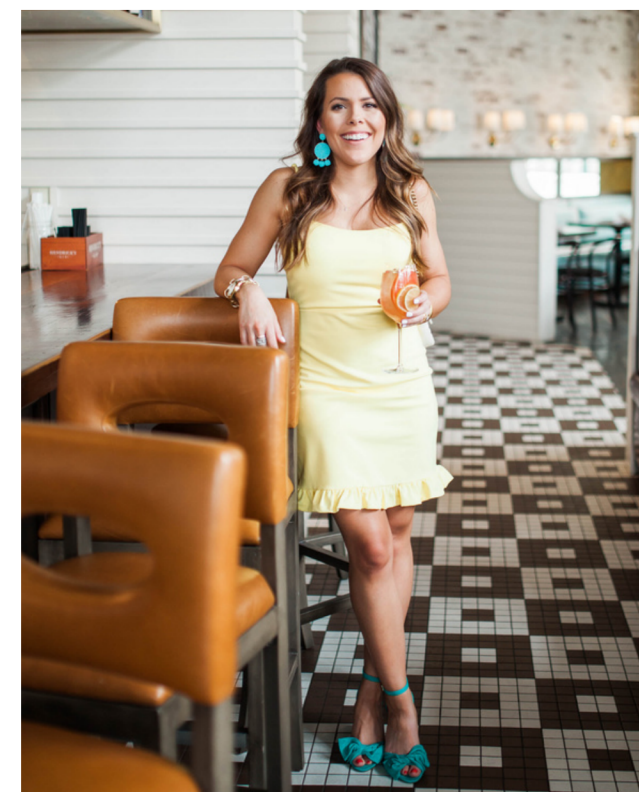
Well-educated young professionals starting their careers in white-collar or technical jobs.

SINGLES & STARTERS 29%

Young singles starting out and some starter families living a city lifestyle.

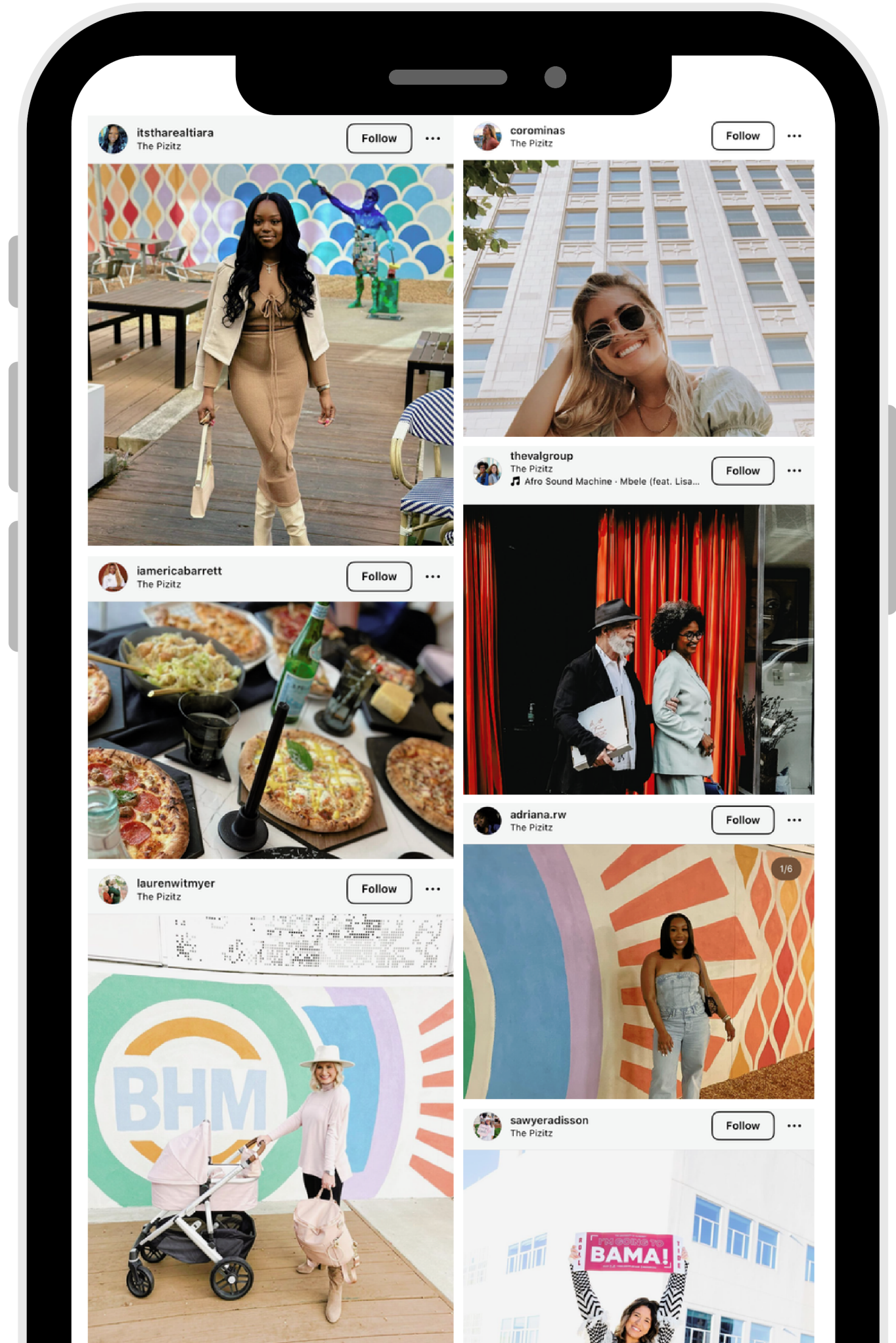
POWER ELITE 15%

The wealthiest households in the U.S, living in the most exclusive neighborhoods, and enjoying all that life has to offer.



INSTA- WORTHY

The Pizitz takes the cake for placemaking, providing an ideal atmosphere for capturing your next Instagram-worthy moment. More than **5,000 posts** on Instagram mention The Pizitz.





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NATIONAL LEASING

DEEDEE SHASHY
DSHASHY@CENTENNIALREC.COM
205.795.4144

MATTHEW HAMMONT
MHAMMONT@CENTENNIALREC.COM
205.795.5522

 [THEPIZITZ.COM](https://www.thepizitz.com)