

THE HARDWICK

— ON THE ROTARY TRAIL —



THE HARDWICK

The downtown Birmingham community is a rare blend of urban vitality and historic heritage, and The Hardwick will be a continuation of its magnetic vibrancy. Situated on The Rotary Trail, The Hardwick's thoughtful design, cutting-edge technology, mixed-use environment and pedestrian-friendly plan will welcome the area's diverse office tenants, retailers and restaurants with style.





POPULATION
1.1M



32
DOWNTOWN
ATTRACTIONS

BIRMINGHAM
HIGHLIGHTS

\$1.05B
ANNUAL F&B
EXPENDITURE



ANNUAL VISITORS
3.9M



BIRMINGHAM NOTABILITY

TOP 10
CITY FOR JOB SEEKERS
GLASSDOOR, 2020

#1 BEST
PLACE TO GO IN 2022
Condé Nast
Traveler

14 
JAMES BEARD WINNERS
OR NOMINEES

ONE OF THE **50 BEST**
PLACES TO TRAVEL
TRAVEL+
LEISURE JANUARY 2021

#1
UAB NAMED U.S. BEST EMPLOYER
FORBES, 2021

ONE OF THE **TOP 5**
NEW TECH HOTSPOTS
MarketWatch APRIL 2020

TOP 25 CITIES WITH
LOWEST COST OF LIVING
NICHE, 2021

#3
MID-SIZE METRO FOR
ECONOMIC GROWTH POTENTIAL
BUSINESS FACILITIES, 2019

TOP 10 CITIES FOR
COLLEGE GRADUATES
SMART ASSET, 2020



**THE
HARDWICK**

The Rotary Trail

< To I-65 N/S and UAB Campus

Homewood < 20th Street South > Downtown

HWY 280 < 22nd Street South > Downtown

4th Avenue South

Red Mountain Expressway/HWY 280 >

To Pepper Place >

36K DOWNTOWN RESIDENTS

125K DOWNTOWN EMPLOYEES

3 FORTUNE 1000 COMPANIES

\$2.5B CURRENTLY INVESTED IN DOWNTOWN DEVELOPMENT

4.4M ANNUAL VISITORS TO BIRMINGHAM

\$109K AVG. HHI OF DOWNTOWN RESTAURANT PATRON



REGIONS FIELD

750 MILES
LENGTH OF RED ROCK TRAIL
SYSTEM THAT CONNECTS TO
THE ROTARY TRAIL



AVENUE A LUXURY TOWNHOMES

30+
RESTAURANTS, BARS & BREWERIES
WITHIN A 10-MINUTE WALK



ROTARY TRAIL

12K
RESIDENTIAL UNITS DOWNTOWN
& GROWING



RAILROAD PARK



PEPPER PLACE FLEA MARKET





**THE
HARDWICK**

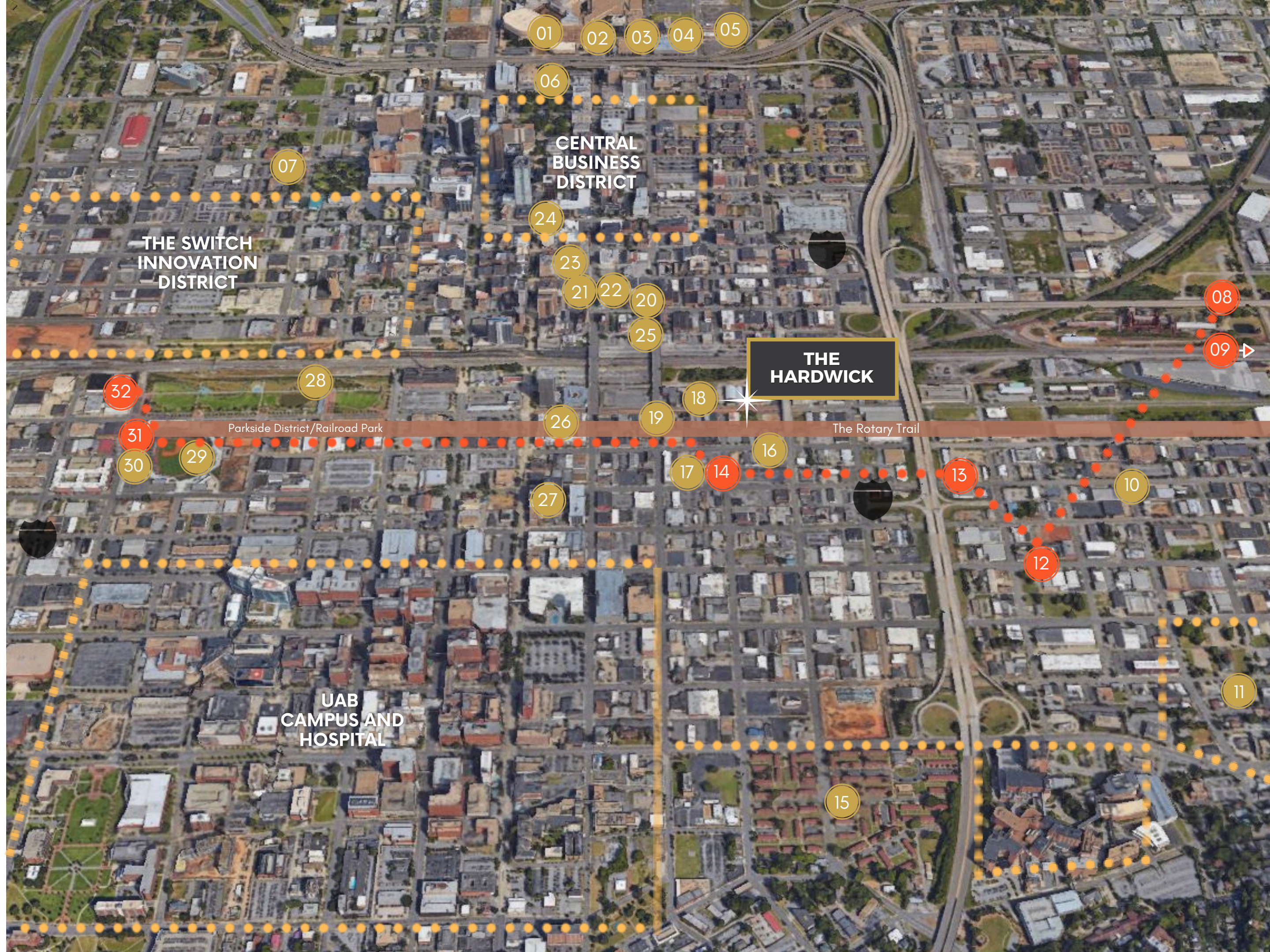
HARDWICK NEIGHBORS

- 01. BIRMINGHAM ANIMAL HOSPITAL + RESORT
- 02. GOOD DOG BAR AND PARK
- 03. THE TRACKS APARTMENTS
- 04. AVENUE A LUXURY TOWNHOMES
- 05. THE BATTERY PHASE 1 & 2
- 06. 20 MIDTOWN PHASE 3
- 07. 20 MIDTOWN PHASE 1 & 2
- 08. STATION 121 APARTMENTS
- 09. PNC BANK
- 10. LANDING HQ & SHIPT OFFICE/ THE FRANK
- 11. THE ESSENTIAL
- 12. FOUNDERS STATION
- 13. MERCANTILE ON MORRIS
- 14. WILLIAMS BLACKSTOCK ARCHITECTS
CREATURE
FIFTH DIMENSION ARCHITECTS
SCOUT BRANDING
- 15. CARRIGAN'S PUBLIC HOUSE
- 16. PAPER DOLL BAR
CASSANOVA BAR & LOUNGE
- 17. QUEEN'S PARK
- 18. NEON MOON
- 19. EAST WEST
- 20. LA FRESCA
- 21. AVINE WINE BAR
- 22. EL BARRIO
- 23. BAMBOO ON 2ND
- 24. THE COLLINS BAR
- 25. HELEN
PARAMOUNT BAR
TRATTORIA ZAZA
BRICK & TIN
BISTRO 218
- 26. THE KELLY HOTEL
- 27. THE MARGARET BAR

DOWNTOWN NEIGHBORS

- 01. BJCC/LEGACY ARENA
- 02. THE WESTIN/SHERATON
- 03. UPTOWN
- 04. PROTECTIVE STADIUM
- 05. TOP GOLF
- 06. BIRMINGHAM MUSEUM OF ART
- 07. BIRMINGHAM CIVIL RIGHTS INSTITUTE
- 08. BACK FORTY BEER CO.
- 09. AVONDALE BREWING/CAHABA BREWING CO.
- 10. PEPPER PLACE
- 11. LAKEVIEW
- 12. TRIM TAB BREWING COMPANY
- 13. GHOST TRAIN BREWERY
- 14. BIRMINGHAM DISTRICT BREWING CO.
- 15. SOUTHTOWN COURT
- 16. AVENUE A TOWNHOMES
- 17. THE BATTERY
- 18. THE RAILYARD APARTMENTS
- 19. THE ROTARY TRAIL
- 20. 2ND AVENUE DISTRICT
- 21. THE PIZITZ FOOD HALL
- 22. ELYTON HOTEL/FAIRFIELD INN
- 23. MCWANE SCIENCE CENTER
- 24. THE THEATRE DISTRICT
- 25. FOUNDERS STATION/MORRIS AVE. DISTRICT
- 26. STATION 121
- 27. 20 MIDTOWN/PUBLIX
- 28. RAILROAD PARK
- 29. REGIONS FIELD
- 30. URBAN SUPPLY
- 31. GOOD PEOPLE BREWING CO.
- 32. MONDAY NIGHT BREWERY

 BREWERY TRAIL
 ACCESS TO EITHER I-65 OR HWY 280





**THE
HARDWICK**

**UAB CAMPUS
& HOSPITAL**

UAB



23K+
EMPLOYEES

22.5K
STUDENTS

3.5M
PATIENTS

\$7.15B
ANNUAL
ECONOMIC IMPACT

#1
BEST LARGE
EMPLOYER BY FORBES

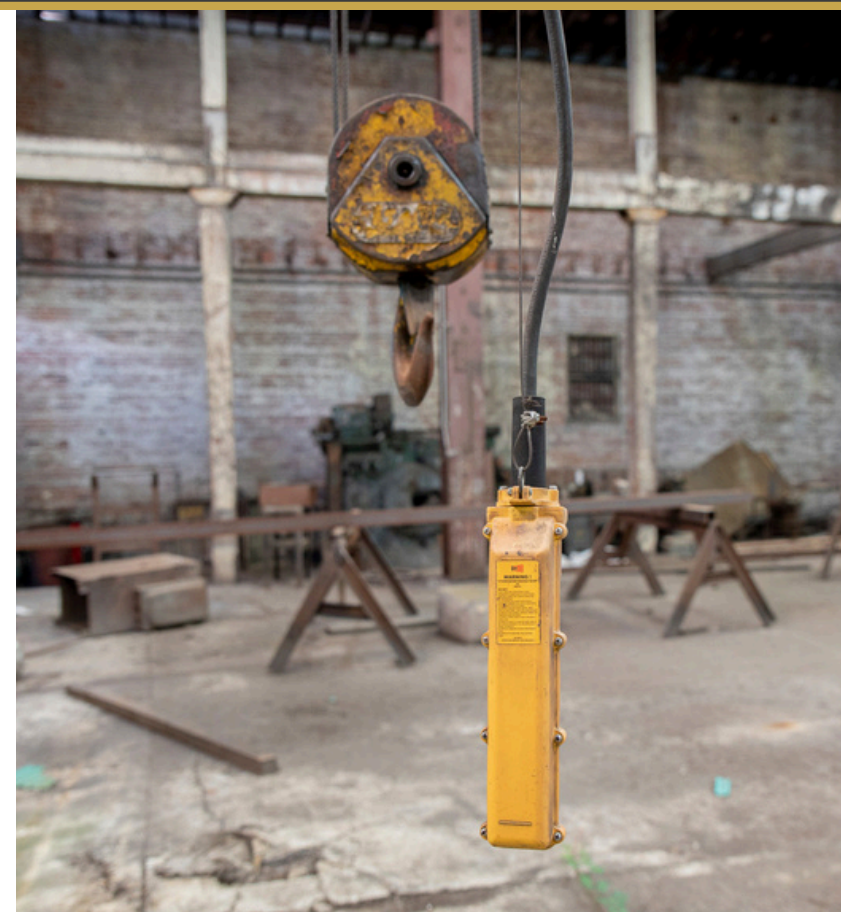
8
NATIONALLY
RANKED SPECIALTIES

8TH
LARGEST HOSPITAL
IN THE U.S.

\$849M
ANNUAL
RESEARCH DOLLARS



A 110-YEAR OLD BUILDING,
THE HARDWICK WAS ONCE HOME TO THE HARDWICK CO. INC.,
A FABRICATED AND PREFABRICATED STEEL PROCESSING PLANT



FABRICATING THE FUTURE IN THE STEEL CITY

BUILDING FEATURES

Three stories - 63,000 square feet of Class-A office space and ground floor restaurants, retail and café

High-efficiency and customizable WRF HVAC system

Build-to-suit and turn-key opportunities available for offices

Signage opportunities available

Common shower

Indoor/outdoor pedestrian plaza

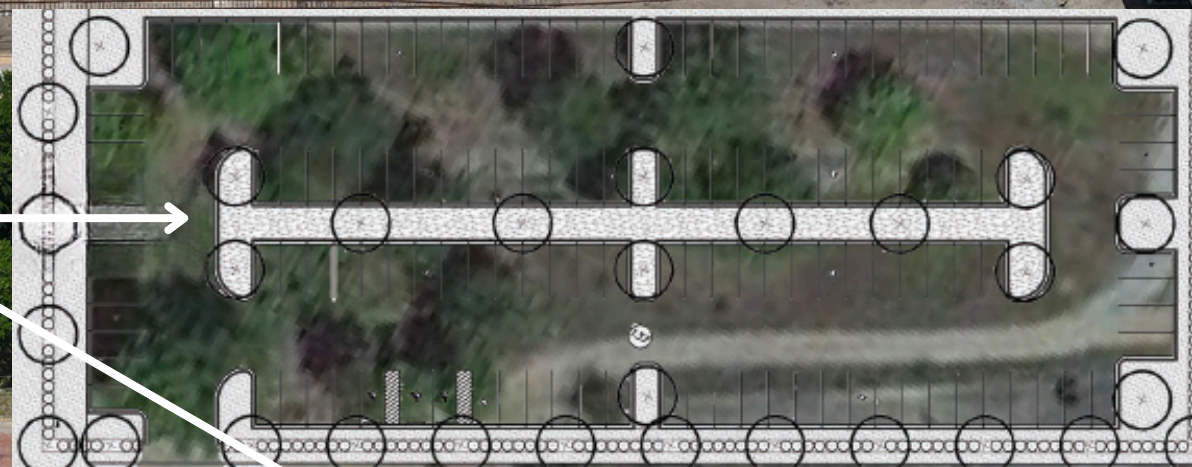
ACCESS

Close proximity and easy access to Red Mountain Expressway, US Highway 280 and Interstate 65

Fronts Rotary Trail. Walkable to Parkside, Railroad Park, 2nd Avenue North, Morris Avenue and Pepper Place

Convenient on-site parking, street parking, and bike lockers

190 NEW ON-SITE PARKING SPACES



78 STREET PARKING SPACES

THE HARDWICK





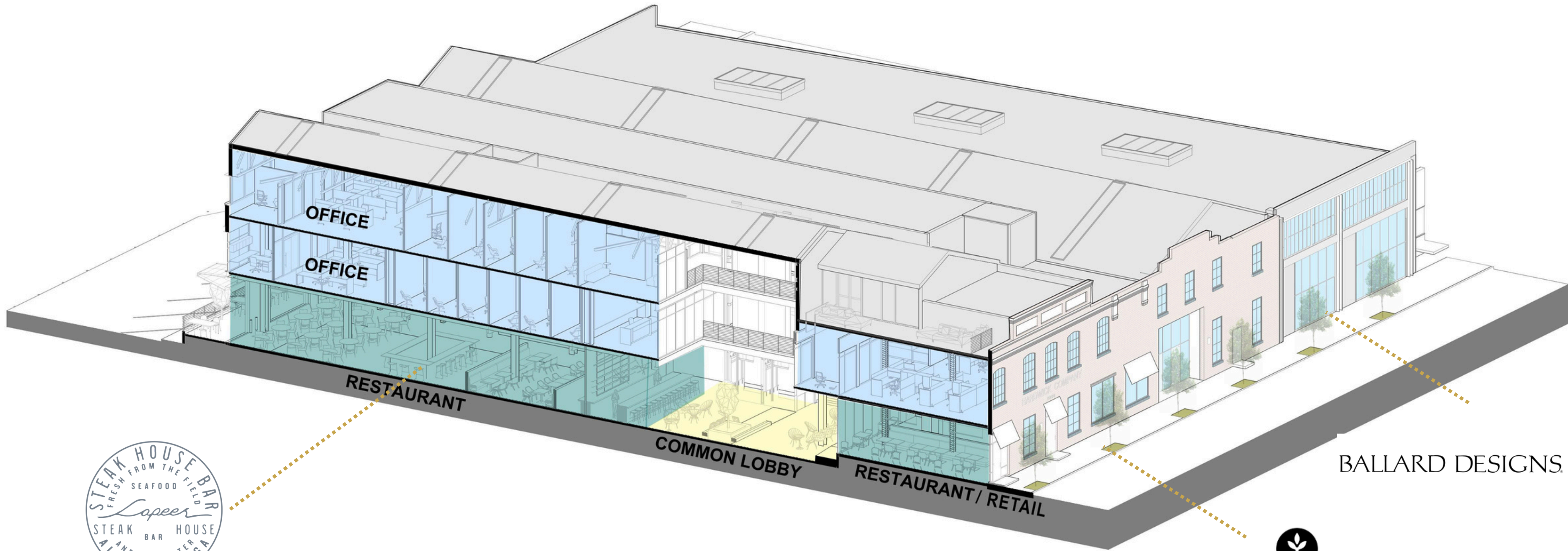
HARDWICK COMPANY

2398

LOVELAND
DISTRICT

70

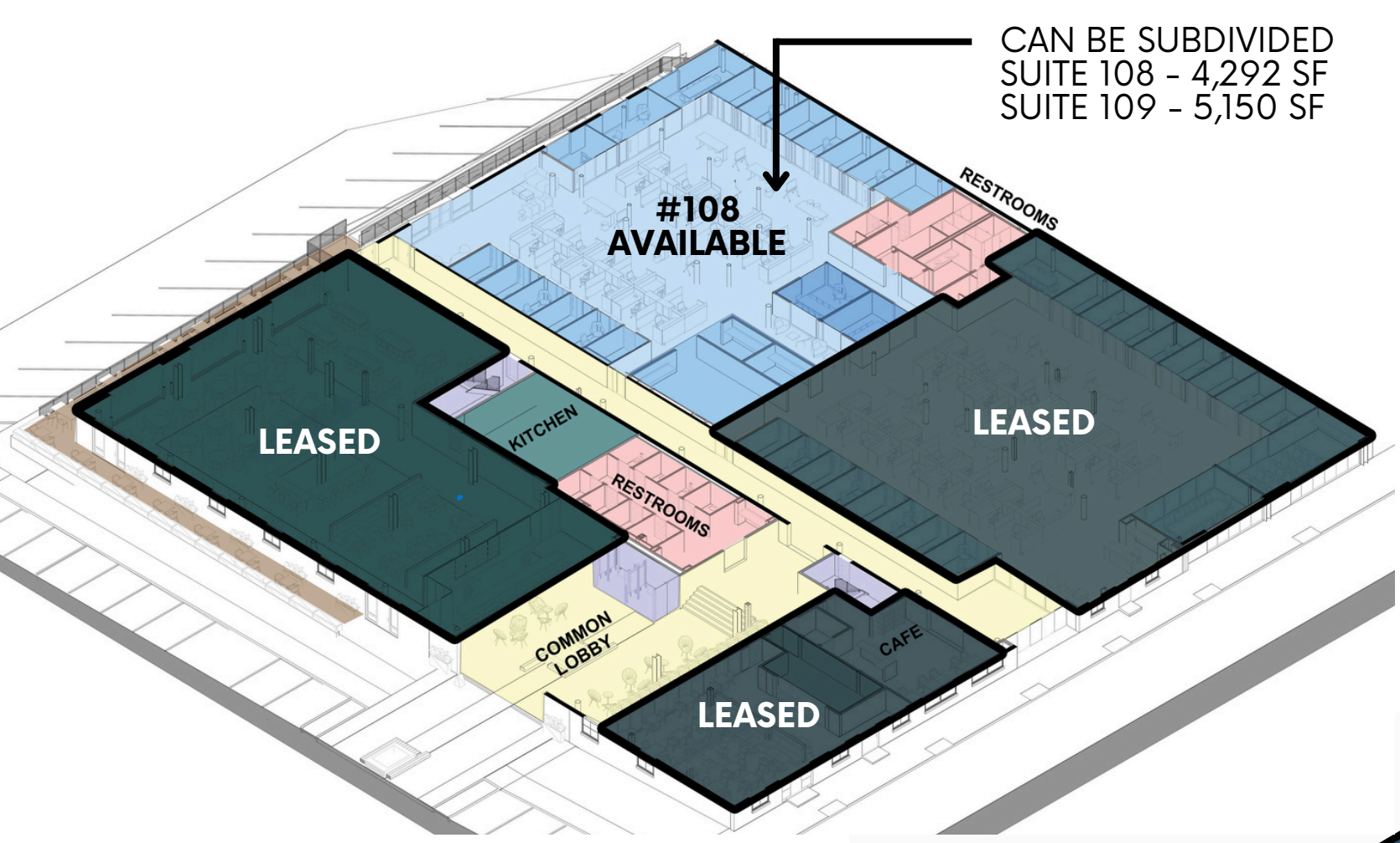




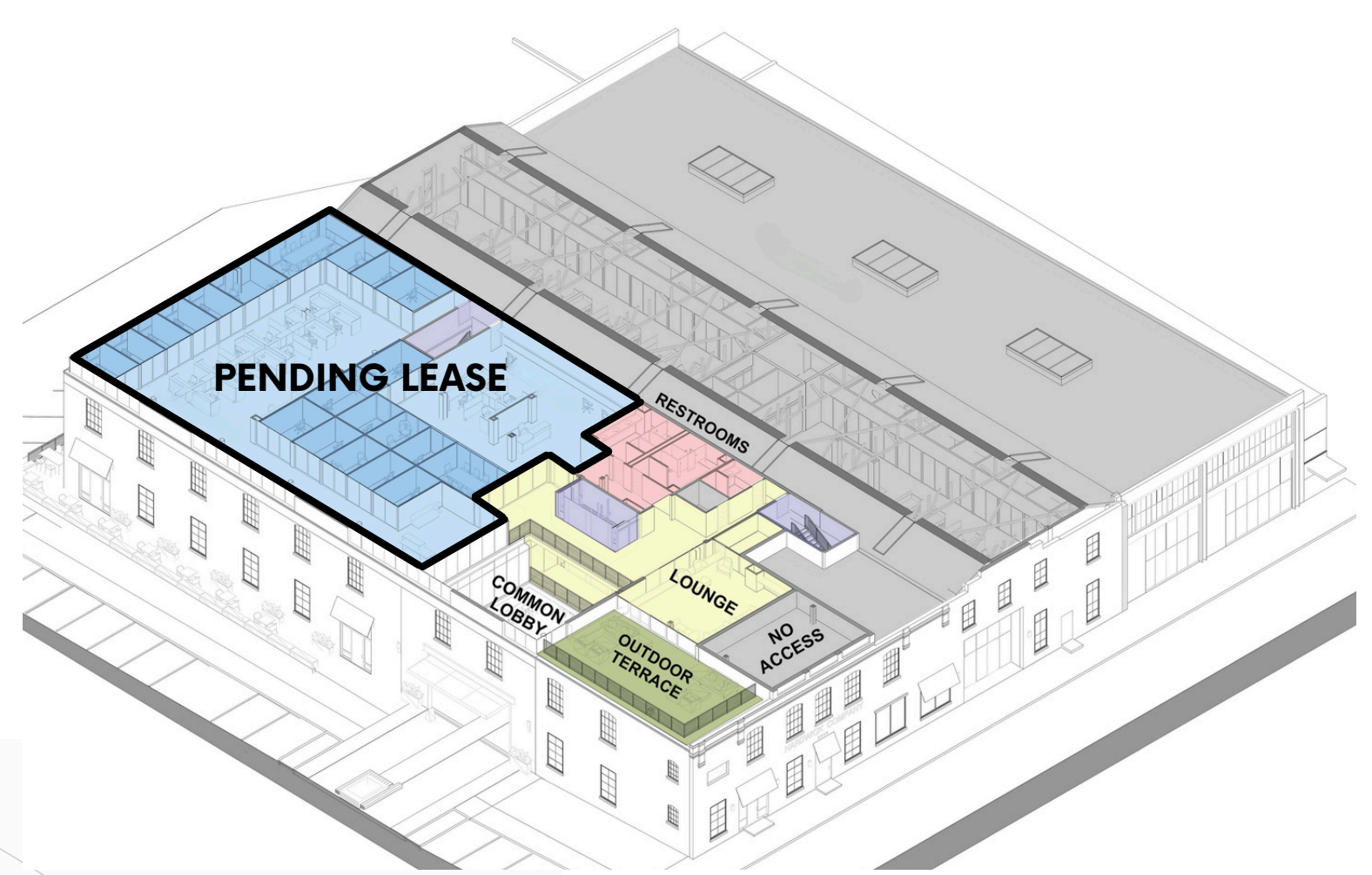
BALLARD DESIGNS.



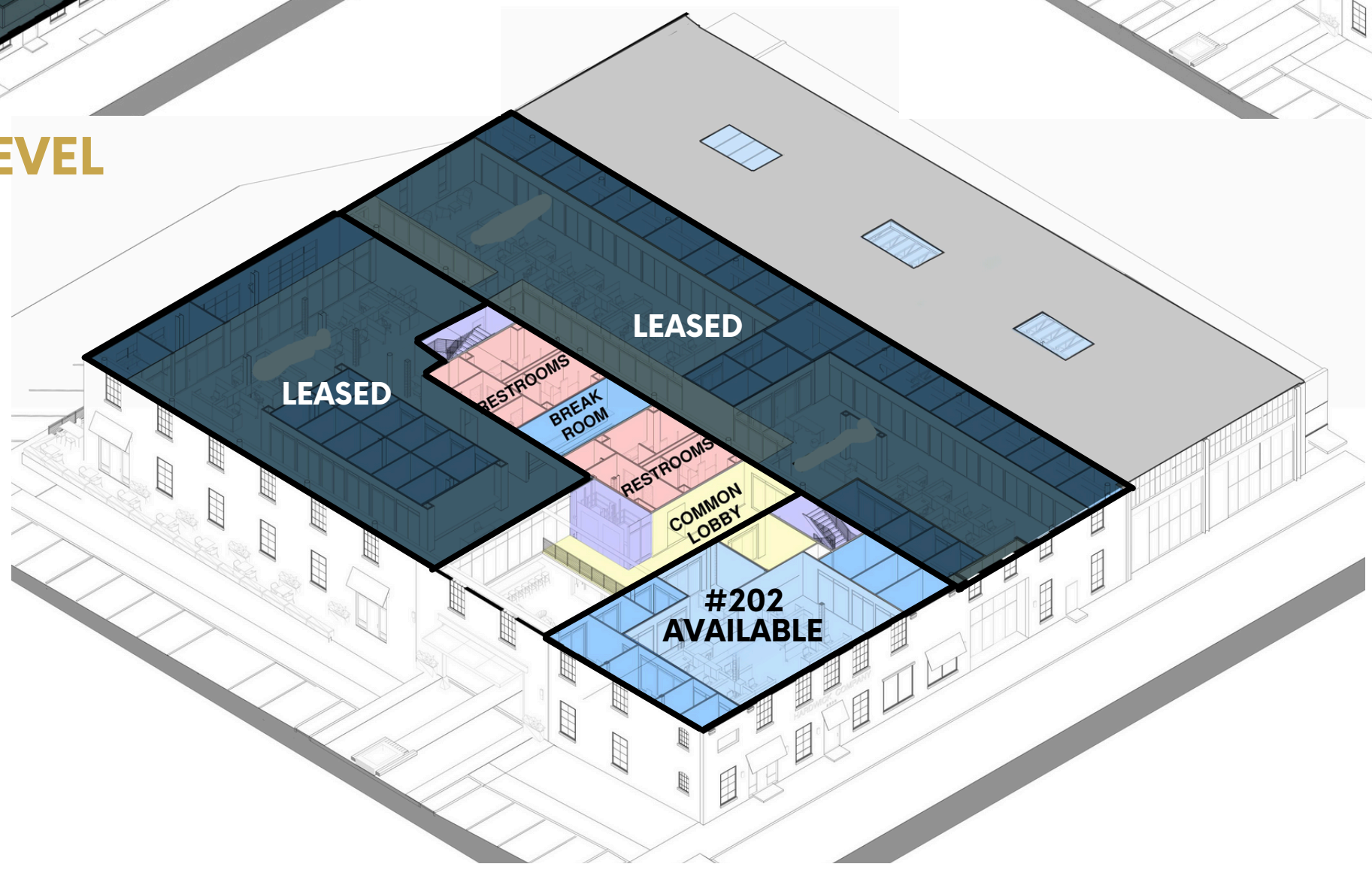
THE HARDWICK BUILDING OVERVIEW



GROUND LEVEL



LEVEL 3



LEVEL 2

AVAILABLE SPACE:
 SUITE 108: 9,977 SF
 SUITE 202: 3,544 SF

GROUND-LEVEL RESTAURANTS



EPICE

LEBANESE BISTRO
ORIGINATED NASHVILLE, TN
2,890 SQ FT GROUND LEVEL



STEAK & SEAFOOD CONCEPT
MAVEN RESTAURANT GROUP
6,570 SQ FT GROUND LEVEL



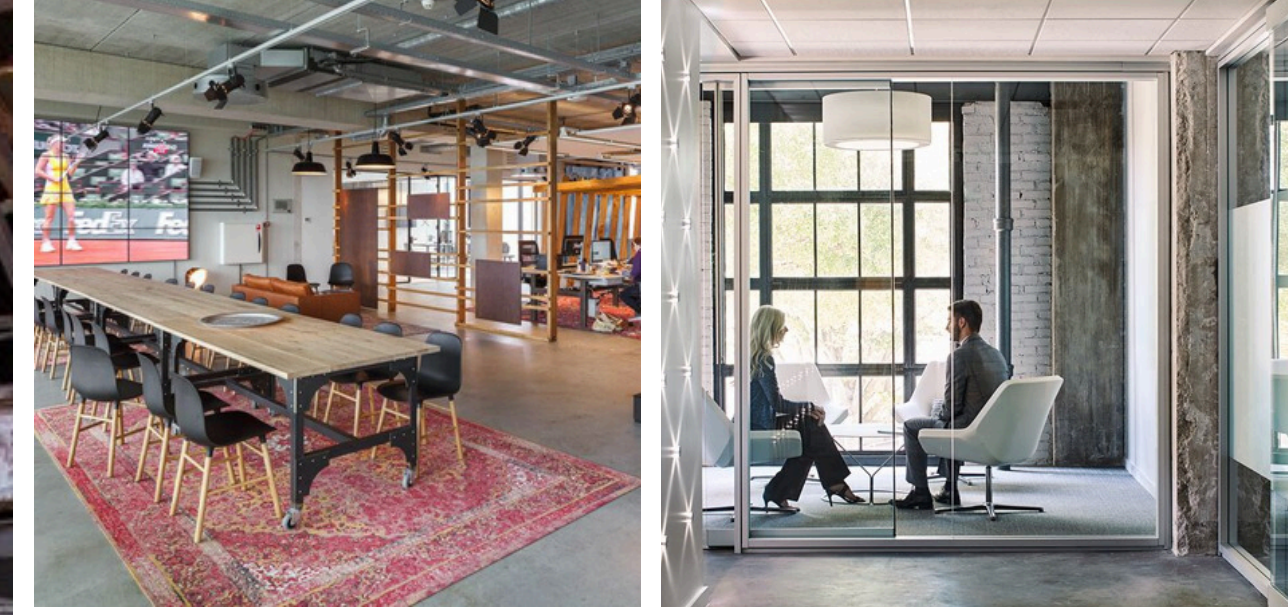
GROUND-LEVEL
RETAIL

BALLARD DESIGNS®

FURNITURE AND HOME DECOR
8,006 SQ FT GROUND LEVEL



OFFICE



CONTACT US

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