

A photograph of two women walking on a paved sidewalk. The woman on the left is wearing a white sleeveless dress and high-heeled sandals, carrying a large red shopping bag. The woman on the right is wearing a purple dress and high-heeled sandals, carrying a quilted tan shoulder bag and two smaller shopping bags (one red with a floral pattern, one blue). In the background, there are outdoor cafe tables and chairs. The scene is brightly lit, suggesting daytime.

ENTERPRISE
Marketplace

NEW POWER CENTER FOR LEASE

Enterprise, AL

Jr. Boxes, Small Shops, and Outparcels Available



PROPERTY HIGHLIGHTS

300,000+ SF



Brand New Retail Development

JLL, in partnership with Willow Capital, is proud to present Enterprise Marketplace. With a GLA of 300,000+ square feet, Enterprise Marketplace will be the most significant retail development in the city in years. The center will be located at the intersection of the U.S. Highway 84 and Highway 27 and will feature multiple signalized points of access, as well as excellent visibility due to its positioning at road grade. Drawing from a 10-mile population of over 59,000 residents and a daytime population of more than 72,000, the center is well positioned to capture a significant portion of the area's \$374.95 million in annual retail spending. The center features a prominent anchor opportunity, multiple junior box spaces, small shops, and ten available outparcels ideal for national and regional restaurant and service concepts.



Superior Visibility

Located at the intersection of US-84 and Hwy 27

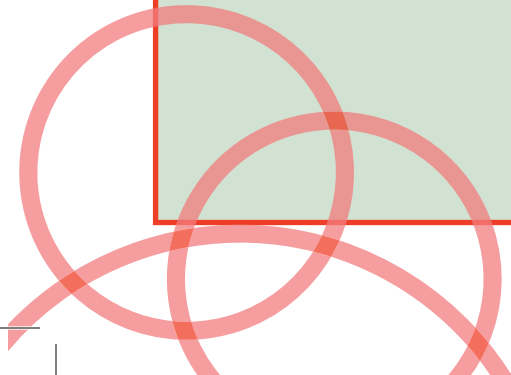
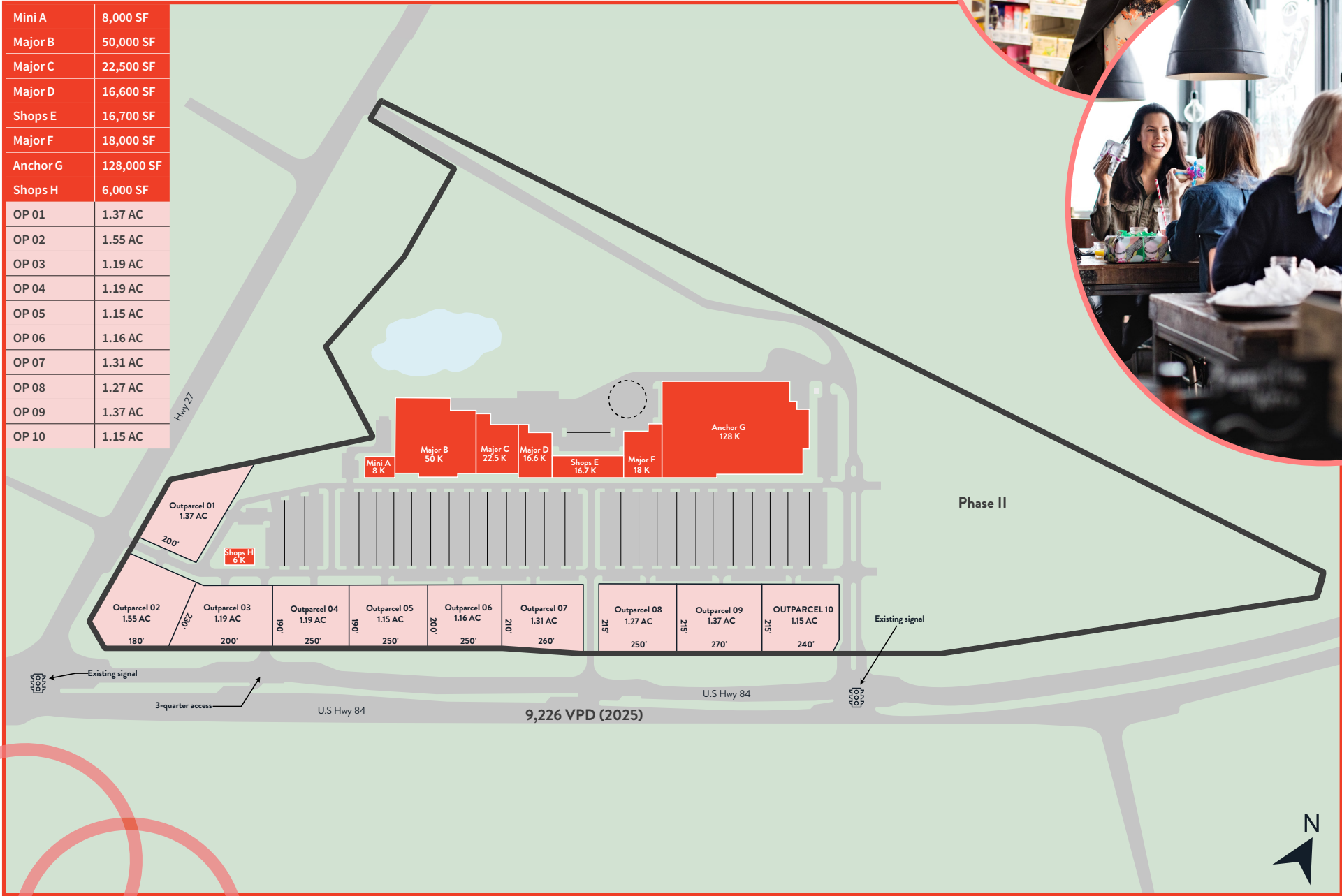


Easy Ingress and Egress

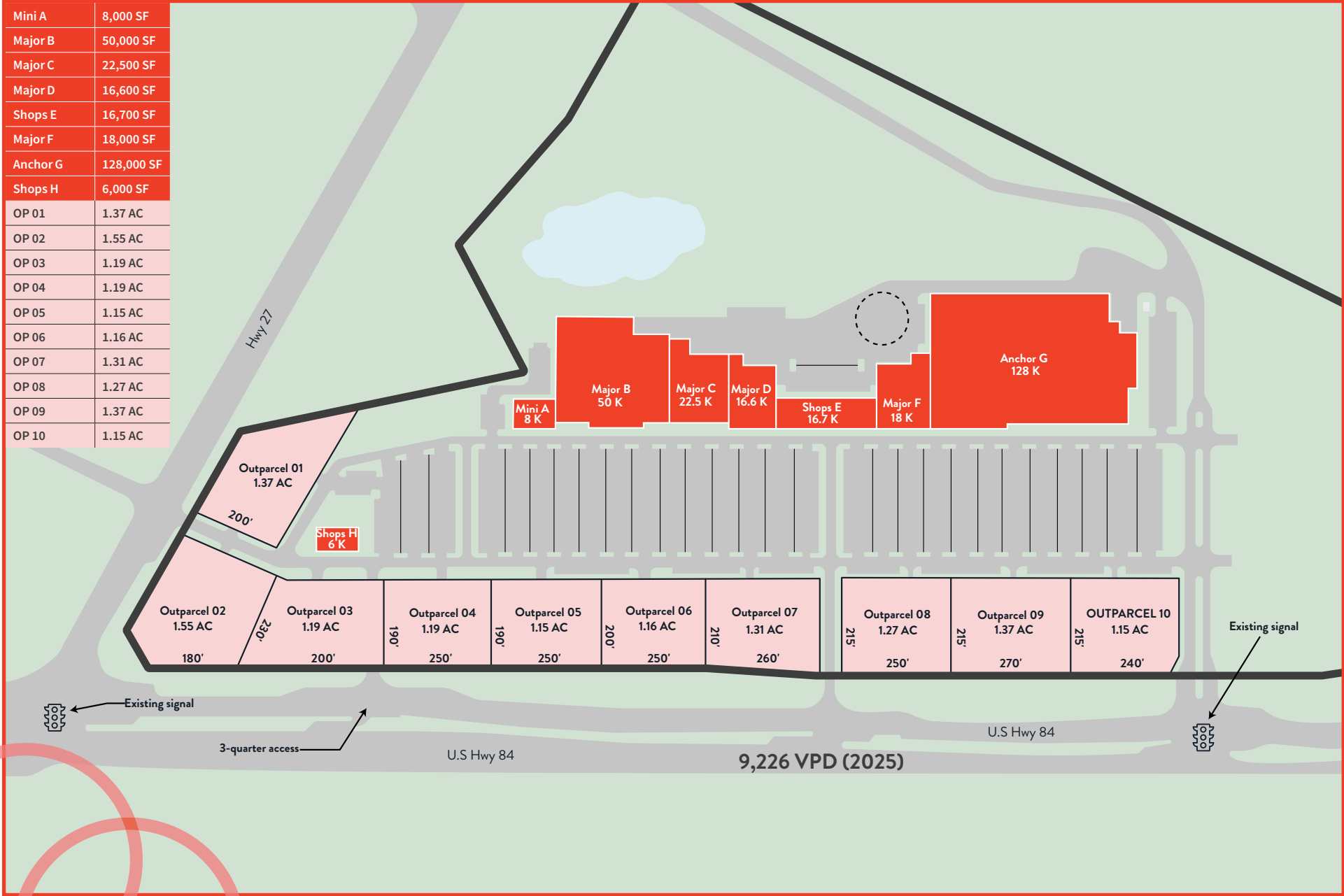
Multiple access points along US-84

SITE PLAN

Mini A	8,000 SF
Major B	50,000 SF
Major C	22,500 SF
Major D	16,600 SF
Shops E	16,700 SF
Major F	18,000 SF
Anchor G	128,000 SF
Shops H	6,000 SF
OP 01	1.37 AC
OP 02	1.55 AC
OP 03	1.19 AC
OP 04	1.19 AC
OP 05	1.15 AC
OP 06	1.16 AC
OP 07	1.31 AC
OP 08	1.27 AC
OP 09	1.37 AC
OP 10	1.15 AC







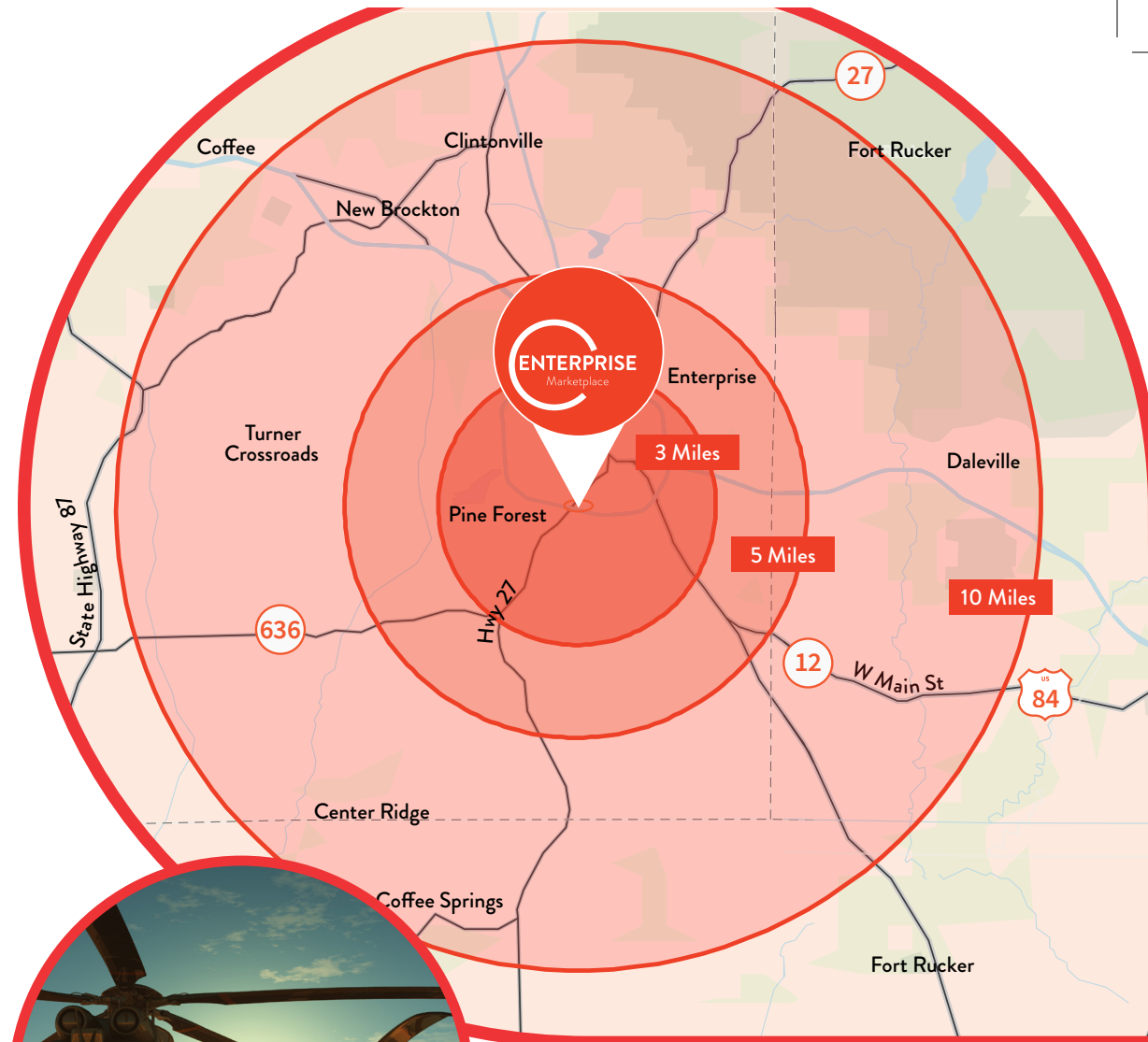
SITE PLAN



MARKET OVERVIEW

Enterprise, AL

	3 Miles	5 Miles	10 Miles
 Total Population	13,901	34,234	59,397
 Total Daytime Population	20,873	44,137	72,365
 Median Age	35.8	35.7	36.5
 Median Household Income	\$56,563	\$71,219	\$73,031



DIRECT TRADE AREA



WHY ENTERPRISE?

Enterprise, Alabama offers a prime retail investment opportunity with its growing population of 30,000, stable economy anchored by Fort Rucker, and role as a regional shopping hub. The revitalized downtown and existing shopping centers provide versatile spaces for both boutique and large-scale retail ventures. With a steady customer base from military personnel, local residents, and surrounding rural communities, Enterprise presents a unique blend of small-town charm and economic vitality for your retail business to thrive.

ENTERPRISE
Marketplace



Within 30 minutes



\$374.95M

Annual Consumer Retail Expenditure (2024)



42.8

Median Age



\$59,040

Median Household Income



Fort Rucker

population 20,000+
supported by Fort Rucker





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