CITY OF ARAB · NORTH ALABAMA

Arab, Alabama — Retail Facts & Figures

On US-231 between Huntsville and Guntersville · Marshall County, AL

9,061
2025 population estimate
2020 Census count: 8,461

+7.4%
population growth
2020 estimates base to July 2025

~53,000
retail trade area — and expanding
a regional draw beyond city limits

HOUSEHOLD FUNDAMENTALS

$64,333 median household income · **35.9** median age
3,344 households · **27%** residents under 18
2.57 persons per household · **70%** owner-occupied housing
Median owner-occupied home value: **$215,200**

PRIMARY COMMERCIAL CORRIDOR

±17,900 vehicles per day on N Brindlee Mountain Parkway, Arab's primary retail corridor. Direct regional access links Arab with Huntsville, Guntersville and the broader North Alabama market.

EMPLOYMENT BASE

Diverse employers anchor the local economy: **frogg toggs®** · **Progress Rail-CATERPILLAR®** · **BK Aerospace** · **Atrion Medical Products** · **Laysan Bio** · **WEBER-Hydraulik-HYCO** · **Dow Circulus**

RECENT PUBLIC INVESTMENT

New recreation center, city park upgrades, and the new Putnam Park — plus US-231 signal and road improvements — support continued commercial development.

COMPETITIVE PRESSURE IS TIGHTENING

Jones Valley, Huntsville: Super Target, Hobby Lobby, Dick's Sporting Goods, Marshalls, HomeGoods, PetSmart, Barnes & Noble.
Hays Land corridor, South Huntsville: Sam's Club, Publix, Kroger, Home Depot, Lowe's, Aldi.
Sand Mountain Marketplace, Albertville: opens **spring 2027** — Target, Academy Sports + Outdoors, HomeGoods, Burlington, plus more national retailers and new restaurants still being announced; Aldi and Food City grocery already there.
Guntersville (14 mi): Publix, plus City Harbor lakefront dining, retail and entertainment.

ARAB CITY SCHOOLS

Excellence strengthens the family market. **Arab Elementary:** 2018 National Blue Ribbon School, U.S. Department of Education. District consistently ranked among Alabama's top-performing systems for **25+ years**. **Arab High HOSA:** No. 1 in Alabama 39 of the past 42 years, with national recognition. Nationally recognized musical theater; award-winning band and choral programs.

TOP RETAIL LEAKAGE · 2026 ANALYSIS

- **Restaurants & food service**
- **General merchandise**
- **Electronics & appliances**
- **Grocery stores**
- **Clothing stores**
- **Sporting goods, hobby & books**

Estimated annual leakage: $15–25 million (40–60% of total retail spending). Grocery is now a high-leakage category: shoppers drive to Publix and Kroger in South Huntsville and to Sam's Club for bulk. Shoppers also drive to Aldi, Publix and Food City in Guntersville and Albertville. Home furnishings is no longer listed as high leakage — Arab's local furniture stores capture a meaningful share.

RETAIL RECRUITMENT CONTACT

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Sources: U.S. Census Bureau QuickFacts & ACS; Alabama Municipal Journal, Winter 2025; 2025 broker offering memorandum; City of Arab Retail Leakage Analysis, revised October 2026; Alabama State Board of Education Blue Ribbon resolution; The Arab Tribune. Current market data as of October 2026.

CITY OF ARAB · NORTH ALABAMA

Arab City Schools — Excellence by the Numbers

Recent academic performance snapshot

#5
in Alabama
Fifth-highest district score statewide

96
district report card score
2025 reporting period

99
at both APS and AES
Arab Primary School and Arab Elementary School

PERFORMANCE ACROSS THE DISTRICT

Strong results begin in the earliest grades.

99
Arab Primary School
An exceptional 2025 report card score.

99
Arab Elementary School
Matching the district's highest school score.

97
Arab Junior High School
Among the highest junior-high scores in Alabama.

ARAB HIGH SCHOOL

The school's highest national ranking ever — a new high-water mark for Arab High School.

#10
among Alabama high schools

#991
among 17,945 high schools nationwide

The ranking reflects performance across college readiness, state assessments, graduation, and advanced coursework.

ADVANCED PLACEMENT

College-level opportunity with strong results.

13
Advanced Placement courses offered

71%
AP pass rate in 2025

401
qualifying scores for college credit

Arab High School combines broad Advanced Placement access with strong student outcomes, helping more students earn qualifying scores for potential college credit.

These results reflect a community-wide commitment to student achievement, advanced learning, and college readiness. From a 96 district report card to a top-1,000 national high school ranking, Arab City Schools delivers excellence at every level.

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Sources: 2025 performance figures provided for this fact sheet; Alabama Daily News, U.S. News high school rankings. Figures reflect the most recent reporting period supplied. College-credit awards depend on each institution's AP policy.

Retail Leakage Analysis — Arab, Alabama

Revised October 2026

Community Overview

- **Population:** ~9,061 (2025 estimate), growing steadily
- **Median Household Income:** $64,333
- **Households:** 3,344
- **Location:** Marshall County, northeastern Alabama
- **Demographics:** 88% White, younger median age (35.9 years), 70% homeownership rate

Current Retail Landscape

Arab's existing retail infrastructure is relatively limited:

- **Walmart Supercenter:** primary big-box retailer
- **Grocery:** Arab Foodland and several small convenience stores
- **Local Retail:** small specialty shops (Deep South Mercantile, thrift stores, furniture stores)
- **Services:** basic local services, but limited variety

Geographic Context & Competitive Pressure

Arab faces significant competitive pressure from three directions — and it is tightening, not easing:

Huntsville (about a 20-minute drive north)

- **Bridge Street Town Centre:** a 550,000 sq ft outdoor lifestyle center with 70+ upscale shops, restaurants, Belk and a Cinemark theater
- **Parkway Place Mall:** an indoor mall with Dillard's, Belk, 70 stores and a food court
- **Valley Bend at Jones Farm (Carl T. Jones Drive SE):** anchors Jones Valley with Super Target, Hobby Lobby, HomeGoods, Dick's Sporting Goods, Marshalls, PetSmart, Barnes & Noble and Kohl's, plus AMC Valley Bend 18 theatre and a full restaurant row
- **Sam's Club, Publix (Haysland Square), Kroger (Logan Square), Home Depot, Lowe's and Aldi:** anchor the Memorial Parkway at Haysland Road corridor in South Huntsville, carrying 61,000+ vehicles per day. Hays Farm, an 850-acre master-planned community on this corridor, is adding hundreds of new households. This grocery and home-improvement pull is a direct reason grocery now ranks as high leakage for Arab.

Guntersville (14 miles / 24 minutes northeast)

- **City Harbor:** a lakefront mixed-use development offering 55,000 sq ft of restaurants, retail and entertainment on Lake Guntersville, plus an 88-room Home2 Suites by Hilton
- **Publix:** anchors grocery on the US-431 corridor in Guntersville — another grocery draw for Arab shoppers
- **US-431 corridor shops:** capture Arab shoppers headed to the lake

Albertville (southeast, in Marshall County)

- **Sand Mountain Marketplace (Highway 431 at HT Greer Road):** opens spring 2027 with 250,000 sq ft. Target anchors it — the first ground-up Target in Alabama since 2007 and the first in Northeast Alabama outside the Huntsville and Birmingham metros — joined by Academy Sports + Outdoors, HomeGoods, Burlington, Jim 'N Nick's BBQ and Outback Steakhouse. More national retailers and outparcel restaurants are still being announced, and all of the center's box spaces are already leased.
- **Alleyway Entertainment:** a 30,000 sq ft family entertainment center that broke ground in July 2025, with 20 bowling lanes, axe throwing, laser tag, golf simulators and a restaurant
- **Aldi and Food City:** add grocery competition in Albertville

Key Leakage Categories

High Leakage (75–95% of spending leaves the community)

- **Apparel & Accessories:** Arab has no department stores or fashion retailers. Residents drive to Belk and Dillard's in Huntsville and to Marshalls and Kohl's in Jones Valley.
- **Grocery & Food:** Arab's grocery offer is Foodland plus Walmart. Shoppers drive to Publix and Kroger in South Huntsville, Sam's Club for bulk, Publix in Guntersville, and Aldi and Food City in Albertville — and Sand Mountain Marketplace adds another closer option in spring 2027. Grocery is now a high-leakage category, not a captured one.
- **Electronics & Appliances:** Arab has no Best Buy or similar retailer.
- **Sporting Goods:** Arab has no major sporting goods store. Dick's anchors Jones Valley and Academy opens in Albertville in spring 2027.
- **Entertainment & Dining:** Arab has limited restaurant variety and no movie theater.

Moderate Leakage (40–70%)

- **General Merchandise:** Walmart captures part of this spending, but upscale and specialty items leak.
- **Home Furnishings:** Arab's local furniture stores capture a meaningful share, so this moved down from high leakage.
- **Health & Personal Care:** specialty health products leak to larger markets.
- **Auto Parts & Services:** local options cover part of this spending.

Lower Leakage (10–40%)

- **Gasoline & Convenience:** multiple local options
- **Basic Services:** hair salons, banks, some professional services

Estimated Annual Retail Leakage

With approximately 9,061 residents, 3,344 households, and median household income of ~$64,333 (aggregate household income of roughly $215 million):

- **Total retail spending potential:** $33–41 million annually
- **Estimated retail leakage:** $15–25 million (40–60% of total retail spending)
- **Primary destination:** Huntsville captures the majority of leaked spending — with Albertville's Sand Mountain Marketplace set to capture a growing share from spring 2027

Business Opportunities

High-Priority Opportunities

- **Sit-down restaurants:** family dining, fast-casual concepts
- **Apparel stores:** mid-market clothing, shoes (think Kohl's, TJ Maxx, Ross)
- **Grocery:** an additional grocer or specialty grocer, reflecting grocery's move into high leakage
- **Home improvement:** hardware store alternative to big box
- **Entertainment:** family entertainment center, bowling, movie theater
- **Specialty retail:** pet supplies, craft/hobby store, sporting goods

Medium-Priority Opportunities

- **Quick-service restaurants:** coffee shops, breakfast concepts
- **Health & wellness:** fitness center, supplement store
- **Personal services:** day spa, upscale salon
- **Professional services:** coworking space for remote workers

Critical Success Factors

Challenges

- **Huntsville:** a 20-minute drive puts Arab up against a major regional retail hub, and Jones Valley and the Hays Land corridor keep adding to it
- **Albertville:** Sand Mountain Marketplace (spring 2027) puts Target, Academy, HomeGoods and Burlington inside Marshall County, closer to Arab than Huntsville
- **Population:** Arab's small population base limits support for large-format retail
- **Shopping patterns:** residents already have established shopping patterns

Advantages

- **Population growth:** up 5.6% since 2020
- **Incomes:** rising, up 8% year-over-year
- **Homeownership:** strong at 70%
- **Convenience:** Arab can capture shoppers who don't want to drive 20 minutes for everyday needs
- **Tourism:** Lake Guntersville visitors pass through on the SR 69 corridor