

# Wilsonville

SHELBY COUNTY | ALABAMA

2024 RETAIL OVERVIEW



**Shelby County**  
The Natural Choice

# Town of Wilsonville

SHELBY COUNTY | ALABAMA

Wilsonville is located in the southeastern portion of the Birmingham-Hoover MSA. The Town of Wilsonville is 10 minutes from US Hwy 280 and a little more than 20 minutes from I-65. A family-focused community, Wilsonville prides itself on small-town feel with amenities citizens expect including youth sports, an active library AND lake living on Lay Lake with residential offerings from farms to waterfront property. Locally owned McEwen & Sons Gristmill whose stone ground grits won the 2017 Southern Living Food Award Best Southern Made Product and is featured at the James Beard award winning restaurant Highlands Bar & Grill in Birmingham is located in Wilsonville and ships nationwide for commercial use. Since 2009, Wilsonville has been home to the National Carbon Capture Center, employing 150 professionals at a world-class neutral research facility focused on cost-effective carbon capture innovations.



**1,860**

City Population



**1,253**

City Daytime Population



**\$74,257**

City Median Household Income



**24%**

City Bachelor Degree or Higher

Source: 2023 ESRI

## Retail Demand | 5 YR Forecast

Groceries **\$5.2 m**

Restaurants **\$3.3 m**

Entertainment **\$3.1 m**

**\$252,500**

MEDIAN HOME VALUE



## ESRI Tapestry Segments

Rooted Rural

**63%**

Southern Satellites

**37%**

**37**

New Homes Projected by 2027



Gaston Steam Power Plant  
250 Employees

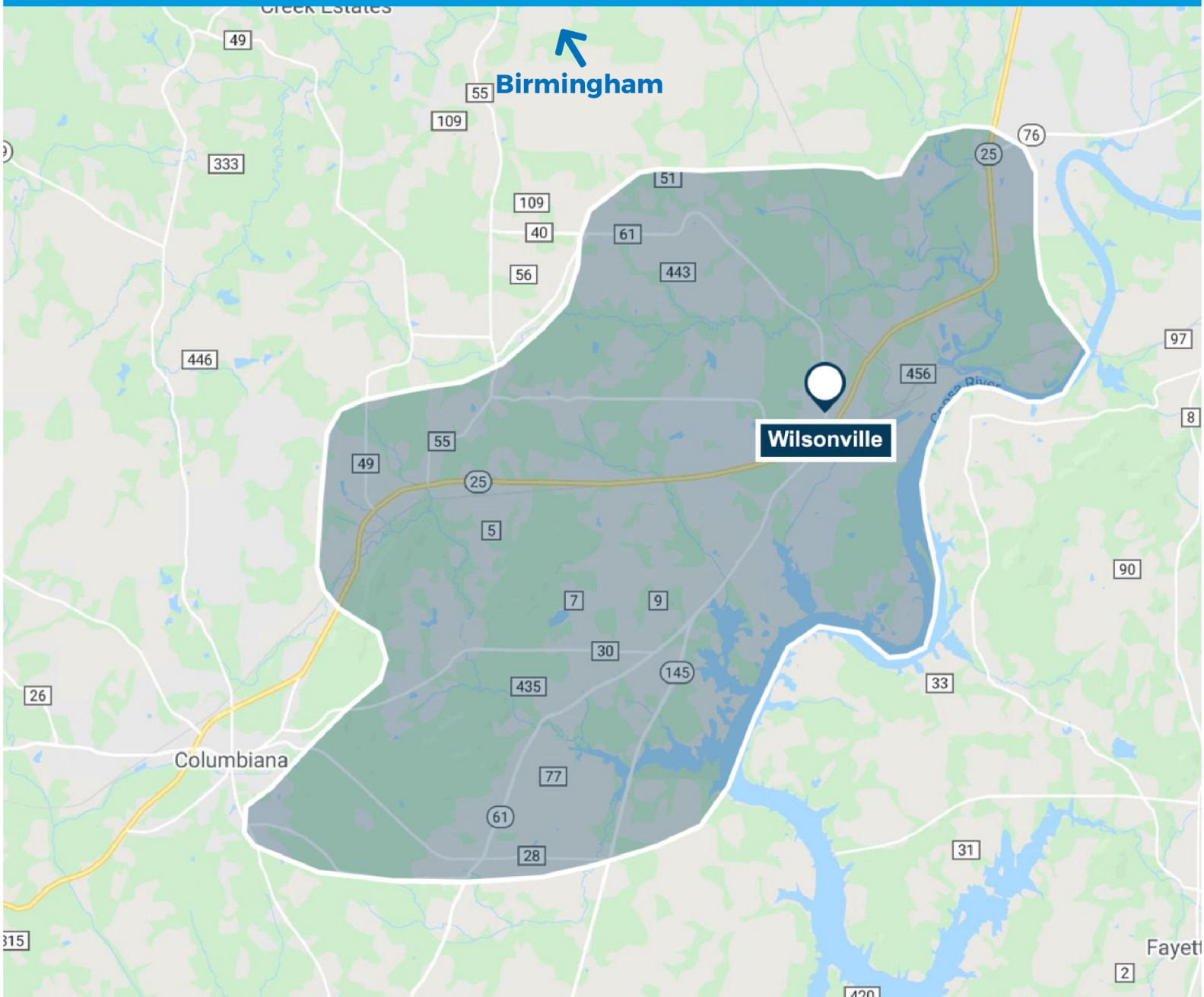
## Key Community Assets



Lake Lay

# Wilsonville Trade Area

SHELBY COUNTY | ALABAMA



**5,247**

Trade Area  
Population



**4,650**

Trade Area Daytime  
Population



**\$60,461**

Trade Area Median  
Household Income



**30%**

Trade Area Bachelor  
Degree or Higher



**5,247**

Trade Area  
Population



**30%**

Trade Area Bachelor  
Degree or Higher



# Wilsonville Retail & Traffic

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