

# GROW



## Welcome to Pelham

Business licenses were recently granted to:

- Lilly's Landscape Supply
- Twin Oaks Company
- Quintana Quality Services
- Alabama Appliance
- Thomas Leaf & Debris Removal
- Street Bowlz
- Healing with Holly
- WK Yeager & Buck Creek Commercial
- Staywell Counseling - Haley Lightsey
- Maxsteel Buildings
- ATI Physical Therapy
- Joe Powell & Associates
- Mister Sparky
- One Hour Air Conditioning & Heating

## DEVELOPMENT UPDATE

### Commercial Development Moves Forward

On July 1st, the Pelham City Council will review the final draft of an Economic Development Incentive Agreement for two restaurants that plan to join a new commercial development. Edgar's Bakery and Cafe, along with Waldo's Chicken and Beer, will build new structures on the property adjacent to the Pelham Public Library, called the Pelham Central Park commercial development.

An Economic Development Incentive Agreement describes what the City of Pelham plans to offer each entity to locate in the development. Edgar's Bakery and Cafe wants to repurpose its existing location at 499 Southgate Drive to become an operations center that will supply certain items to its eleven locations statewide. The new bakery and cafe at Pelham Central Park will be a retail and restaurant space.

"Edgar's had this plan for an operations center, and we wanted to keep them here in Pelham," said Economic Development Director Michael Simon. "We worked out an incentive deal to keep approximately 111 jobs and the business in Pelham." If the plan is approved, Simon said the company plans to add 30 jobs over the next three years in addition to seasonal hiring.

HCI Pelham Central LLC is developing Pelham Central Park. The anticipated closing date for the sale of the 2.7 acres of land is mid-July. Permits are approved for site work, which will begin 30 days after closing.



## New Mural at Valhalla Cafe

Valhalla Board Game Cafe in Campus 124 is a unique concept offering tabletop games, coffee, food, and drinks in a fun Norse-inspired atmosphere. When you visit, you'll want to take some time to view the 3,200-square-foot mural painted by local muralist Emma Gilbert. Valhalla Board Game Cafe shared a post from [Emma's Facebook page](#) featuring the breathtaking mural. She stated, "It was a challenging 40-50 days of painting, but I couldn't be happier with the result."

[Valhalla Board Game Cafe](#) features charcuterie boards, breakfast items, and sandwiches made with Boar's Head Meats. The Pelham City Council recently approved Valhalla's ABC beer and table wine license. Stop in to grab a quick bite, browse the game selections, and check out Emma Gilbert's murals.

## Viejo Este Western Wear Relocates

A locally owned family business has moved to a bigger space to serve its customers better. Viejo Este Western Wear has been in Pelham for 15 years. Owner Enrique Castro and his family, including son Enrique Jr., needed to expand their business, so they moved from the Villages at Pelham shopping center and went north on Highway 31. The new store is in The Boulevard shopping center at 2691 E Pelham Parkway.

Castro said several things set Viejo Este apart from other Western wear stores. "We reshape and clean hats and stretch boots for a better fit. We stock the best brands at reasonable prices and take good care of our customers."

The selection of boots is worth a visit. "We carry exotic leathers like ostrich, stingray, and monster fish," Castro said as he pointed out the shoes on display. My son Enrique Jr. likes to keep up with the fashion trends on social media, so we stock according to what customers want right now."

The old store was only about 1/3 of the space of the new location. "We now have room to expand and become a store for the entire family. We have a women's wear section, as well as clothing and boots for children. We just received a shipment of toys that will be on the shelves soon."

Most people will recognize the statue of the black horse that stood guard in front of Viejo Este for the past 15 years. The horse was relocated to the new storefront, where he was repainted and spruced up. Castro said the horse is part of the store's brand. "He's like our Nike swoosh or the Adidas three stripes," he added with a chuckle.

Viejo Este Western Wear is open six days a week and is closed on Tuesdays. [Visit their Facebook page](#) to learn more.





## Construction Underway

Get ready for hamburgers, fried chicken, and breakfast served up fresh on the east side of I-65. Construction is underway for the new Jack's Family Restaurant at the Oak Mountain Trail commercial development. Construction began after the real estate closed in early June. The preliminary work is complete, the concrete slab is poured, and construction is going vertical with the framing.

Jack's representatives said they expect construction to continue for several months, plus a period for hiring and training staff members. The restaurant hopes to be fully operational by December 2024 or January 2025.

## Local Company Earns Approval

Pelham-based Manville Material Handling Solutions received the Electrical Apparatus Service Association (EASA) approval as an EASA Accredited Service Center. Manville Material Handling Solutions, which has been in Pelham for 40 years, is one of 163 companies worldwide to carry this Accreditation.

Brooks Adams acquired Manville in 2018. As the company's president, Adams widened Manville's focus beyond its original niche of electric forklifts. The company services electric motors for local industries and provides productivity solutions such as lift systems, light rail cranes, robotics, and shipping systems.

The EASA Accreditation of Manville Material Handling Solutions means the company successfully demonstrated that it follows the prescribed good practices to consistently deliver quality electromechanical repairs that maintain or improve AC electric motor efficiency and reliability.

[Manville Material Handling Solutions](#) is located at 188 Chandalar Place Drive in Pelham.



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