

The Huntsville Times

WHDF-TV sales plans expansion in Five Points

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From staff reports

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Local UPN affiliate to move office into renovated building

The sales office for WHDF-TV, the UPN affiliate for North Alabama, will soon move to a renovated building in Five Points.

"The plan is to make the building look like it's been there for 100 years," said Louann Thomson, the general manager for WHDF, which is based in Florence.

She expects the sales office, now located in Park Plaza on Williams Avenue in Huntsville, will move in early May to the building at 200 Andrew Jackson Way, which includes almost 3,500 square feet. "It's about triple the space" the office now occupies, Thomson said. "It will give us tons of visibility that we've never had."

The building used to house the Enchanted Masquerade costume shop, which moved to another location a few years ago.

The structure will have a new exterior with a stucco finish and brick and stone accents, said the project's architect, David Hay of Hay Buchanan Architects. The existing windows on the Pratt Avenue side were replaced and, on the south face of the building, three new window openings were created. Six feet of height was added to the corner of the building to create a tower effect. The inside of the building was also renovated, with new plumbing and electrical systems.

The lobby space inside will be 12 feet tall, Hay said. The contractor for the project is Metro Commercial Contracting Corp.

The Andrew Jackson Way building dates to at least the 1950s, said Scott Martin, the sole owner of DOW LLC, which owns the building.

There are plans to give the Five Points area a makeover through a \$1.4 million improvement project, which awaits final state approval. Plans include landscaped sidewalks, a narrower Pratt Avenue, benches, lantern-style streetlights, new parking configurations and other improvements. The Huntsville City Council authorized the work last October.