


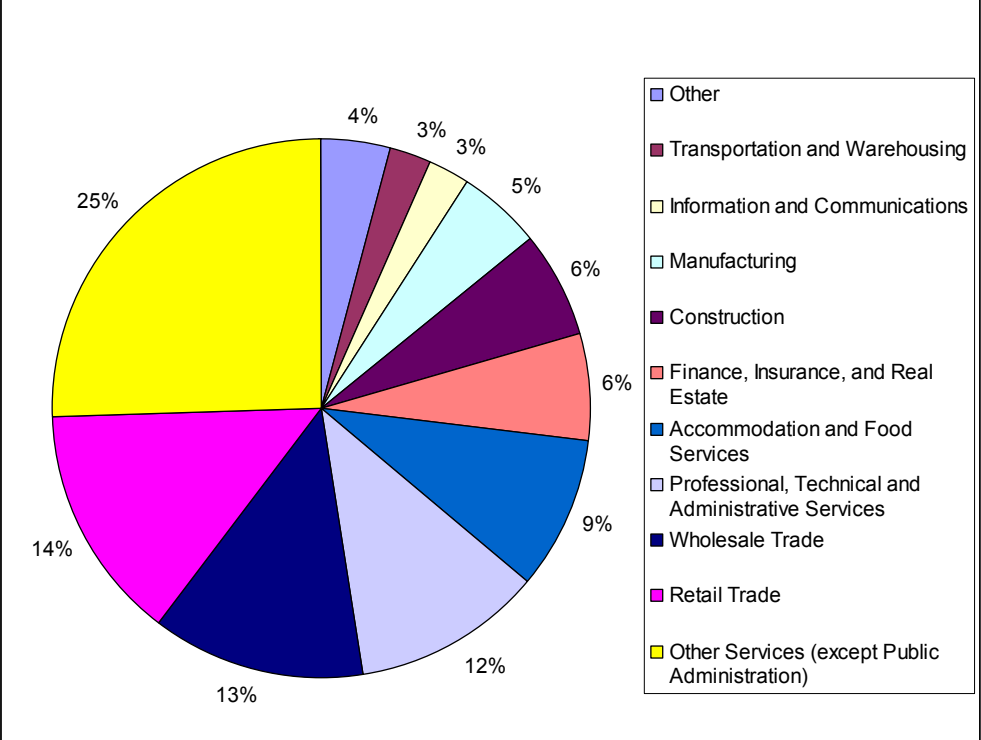
**Table III-1  
Avondale District Overview**

<p><b>Name</b></p>	<p>Avondale</p>
<p><b>Location and Description</b></p>	<p>The Avondale Main Street district is centered on 41<sup>st</sup> Street, between Messer Airport Highway on the northwest and 5<sup>th</sup> Avenue South and Avondale Park on the southeast. The district is approximately 2½ miles from both the Birmingham International Airport and the city’s central business district.</p> <p>Avondale’s commercial spine, 41<sup>st</sup> Street, is bisected by several transit corridors, including Routes 11 and 78, as well as two rail corridors. Avondale is a mix of auto-oriented commercial development and more traditional buildings fronting the street. An industrial corridor straddling the railroad rights-of-way crosses through the heart of the district. <b>Figure III-1</b> is a map of the district.</p> <p style="text-align: center;"><b>Figure III-1 Map of Avondale District</b></p>  <p>The map, titled 'AVONDALE COMMERCIAL DISTRICT', shows a grid of streets including 1st Ave N, 1st Ave S, 2nd Ave S, 3rd Ave S, 4th Ave S, and 5th Ave S. Major transit corridors like Messer Airport Hwy and 41st Street are clearly marked. A large area in the center is highlighted in blue, indicating commercial development. A green area at the bottom right represents Avondale Park. A scale bar and north arrow are located in the bottom right corner of the map.</p> <p style="text-align: center;">Source: Main Street Birmingham and the City of Birmingham.</p>

**Table III-1 (cont.)  
Avondale District Overview**

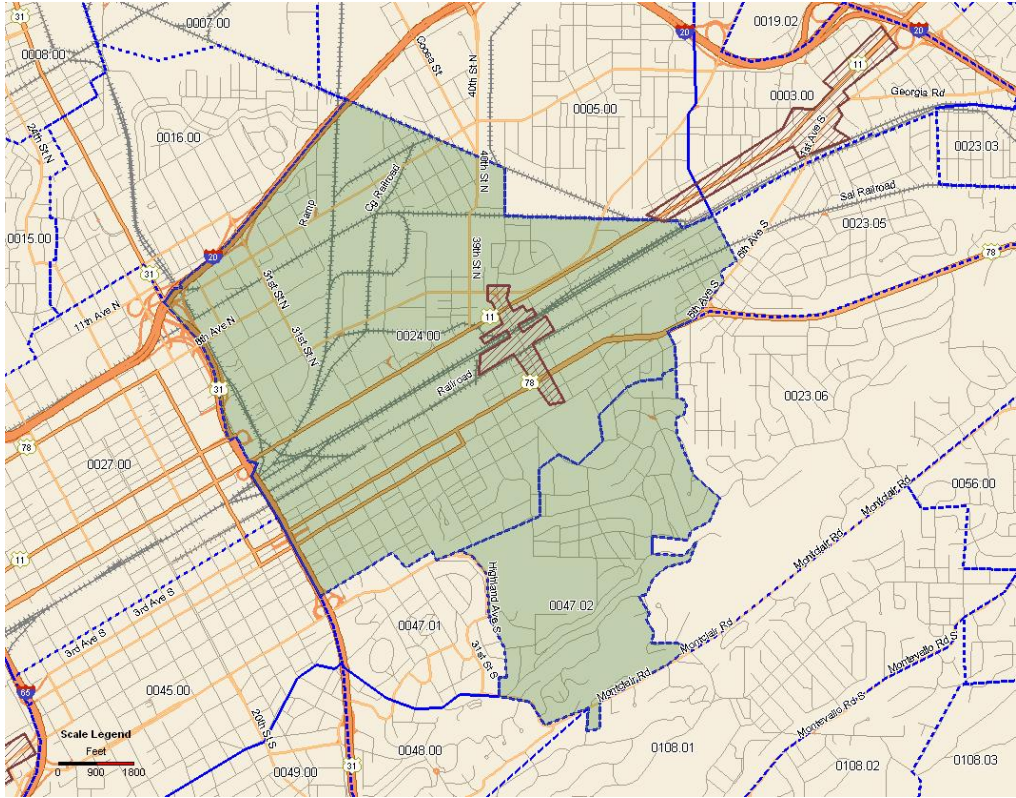
<p><b>Land Use</b></p>	<p>The district comprises a range of commercial land uses, with areas of general business use at either end of the 41<sup>st</sup> Street corridor and both light and heavy industrial uses between. According to information provided by Main Street Birmingham, only two properties within the district are identified as primarily residential.</p> <p>However, residential areas abut the district at both ends. Below the 3<sup>rd</sup> Avenue South corridor, the district is bounded by single- and multi-family residential areas around Avondale Park. On the north, the district is bordered by the Housing Authority of the Birmingham District's Tom Brown Village Apartments with a single-family housing enclave abutting Tom Brown Village to its north.</p>																										
<p><b>Primary Source Business Mix</b></p>	<p>According to information provided by Main Street Birmingham, there are 58 businesses in Avondale. Retail and wholesale trade comprise about 34% of businesses and services comprise another 24% of businesses. Construction businesses account for 16% of the total. Data in <b>Figure III-2</b> show the mix of establishments in Avondale.</p> <p style="text-align: center;"><b>Figure III-2 Avondale Commercial District Business Mix – Primary Source</b></p> <table border="1" style="margin-left: auto; margin-right: auto;"> <caption>Data for Figure III-2: Avondale Commercial District Business Mix – Primary Source</caption> <thead> <tr> <th>Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Other Services (except Public Administration)</td> <td>24%</td> </tr> <tr> <td>Retail Trade</td> <td>24%</td> </tr> <tr> <td>Wholesale Trade</td> <td>10%</td> </tr> <tr> <td>Construction</td> <td>16%</td> </tr> <tr> <td>Accommodation and Food Services</td> <td>9%</td> </tr> <tr> <td>Other</td> <td>5%</td> </tr> <tr> <td>Information and Communications</td> <td>5%</td> </tr> <tr> <td>Transportation and Warehousing</td> <td>3%</td> </tr> <tr> <td>Professional, Technical and Administrative Services</td> <td>2%</td> </tr> <tr> <td>Manufacturing</td> <td>2%</td> </tr> <tr> <td>Finance, Insurance, and Real Estate</td> <td>0%</td> </tr> <tr> <td>Wholesale Trade</td> <td>0%</td> </tr> </tbody> </table> <p>Source: Main Street Birmingham and ConsultEcon, Inc.</p>	Category	Percentage	Other Services (except Public Administration)	24%	Retail Trade	24%	Wholesale Trade	10%	Construction	16%	Accommodation and Food Services	9%	Other	5%	Information and Communications	5%	Transportation and Warehousing	3%	Professional, Technical and Administrative Services	2%	Manufacturing	2%	Finance, Insurance, and Real Estate	0%	Wholesale Trade	0%
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<p><b>Commercial District Vacancy</b></p>	<p>According to information furnished by Main Street Birmingham, building vacancy in the Avondale district is 22%.</p>																										

**Table III-1 (cont.)  
Avondale District Overview**

<p><b>Secondary Source Business Mix</b></p>	<p>Dun &amp; Bradstreet identify 79 businesses in the Avondale commercial district, employing 952 people and generating nearly \$130 million in sales or revenue.<sup>3</sup> Retail and wholesale trade comprise about 27% of area businesses. Services, including automotive and other repairs, comprise about 25%. Professional, technical and administrative services make up roughly 12%. Accommodation and food service comprises about 9%. Data in <b>Figure III-3</b> show the mix of establishments in Avondale.</p> <p style="text-align: center;"><b>Figure III-3 Avondale Commercial District Business Mix – Secondary Source</b></p>  <table border="1" style="margin-left: auto; margin-right: auto;"> <caption>Avondale Commercial District Business Mix – Secondary Source</caption> <thead> <tr> <th>Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Other</td> <td>4%</td> </tr> <tr> <td>Transportation and Warehousing</td> <td>3%</td> </tr> <tr> <td>Information and Communications</td> <td>3%</td> </tr> <tr> <td>Manufacturing</td> <td>6%</td> </tr> <tr> <td>Construction</td> <td>5%</td> </tr> <tr> <td>Finance, Insurance, and Real Estate</td> <td>6%</td> </tr> <tr> <td>Accommodation and Food Services</td> <td>9%</td> </tr> <tr> <td>Professional, Technical and Administrative Services</td> <td>12%</td> </tr> <tr> <td>Wholesale Trade</td> <td>13%</td> </tr> <tr> <td>Retail Trade</td> <td>14%</td> </tr> <tr> <td>Other Services (except Public Administration)</td> <td>25%</td> </tr> </tbody> </table> <p>Source: Dun &amp; Bradstreet and ConsultEcon, Inc.</p>	Category	Percentage	Other	4%	Transportation and Warehousing	3%	Information and Communications	3%	Manufacturing	6%	Construction	5%	Finance, Insurance, and Real Estate	6%	Accommodation and Food Services	9%	Professional, Technical and Administrative Services	12%	Wholesale Trade	13%	Retail Trade	14%	Other Services (except Public Administration)	25%
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<p><b>Major Employers</b></p>	<p>The district’s largest employer is Professional Maintenance of Alabama, a maintenance and janitorial services company. Other large employers in the area include Mazer’s Discount Home Center, electrical contractors D.I.B., Inc., H.G.H. Hardware Supply, Inc., and Jordan Scrap, Inc. These top five employers account for an estimated 475 jobs, roughly half of the district’s employment.</p>																								

<sup>3</sup> Primary source material was provided by Main Street Birmingham and business counts are generally lower than those derived from secondary sources, which are used for comparative purposes. Secondary sources result in higher businesses estimates because the businesses were drawn from a wider geographic area than the primary source material. The difference may also be attributed to one or more of the following reasons: the collection method of the primary source, multiple businesses registered at the same location, inclusion of newly opened or closed businesses, and irregularities in geographic information associated with businesses.

**Table III-1 (cont.)  
Avondale District Overview**

<p><b>Trade Area Description</b></p>	<p>Two census tracts are included in the trade area for Avondale, which abuts the district. The tracts, which encompass the entire district, are crisscrossed by several railroad lines. In addition to a number of businesses serving the local community and the automobile pass-through traffic, there are a number of building supply stores, including Mazer’s Discount Home Center, a large, regional building supply, furniture, and appliance outlet. <b>Figure III-4</b> is a map of the Avondale commercial district and its trade area.</p> <p style="text-align: center;"><b>Figure III-4 Avondale Trade Area</b></p>  <p>Source: ESRI and ConsultEcon, Inc.</p>
<p><b>Trade Area Demographics</b></p>	<p>In 2006, there were an estimated 7,278 residents in Avondale’s local trade area. Sixty-five percent of these residents were between the ages of 20 and 64. There were an estimated 3,607 households, with an average household size of 2.02. Aggregate household income in the trade area in 2006 was estimated at \$223.4 million, with an average household income of \$64,700. Approximately 37 percent of households have incomes that are less than \$25,000 annually.</p>
<p><b>Trade Area Vacancy</b></p>	<p>According to data compiled by the Department of Housing and Urban Development based on information provided by the U.S. Postal Service, 9% of 4,127 residential addresses and 16% of 1,200 business addresses were vacant for more than 90 days in the local trade area. Three percent of residential addresses and 9% of business addresses were vacant for more than 2 years.</p>

**Table III-1 (cont.)  
Avondale District Overview**

<b>Public Amenities and Civic Uses</b>	<p>The most significant public amenity in the area is Avondale Park. The park boasts an historic amphitheatre, a rose garden, athletic fields, and tennis courts. Avondale Park is also home to a branch of the Birmingham Public Library. The park is the site of Art in Avondale Park, a twice-yearly art fair that attracts residents and visitors to the district to enjoy the work of local artists.</p> <p>The City is constructing a new fire station in the Avondale neighborhood at 4439 5<sup>th</sup> Ave. South and therefore will vacate the existing fire station at 4120 2<sup>nd</sup> Ave South.</p> <p>There are three churches within the district, including M-Power Ministries, which runs an after-school tutoring program, a medical clinic and adult literacy program.</p> <p>The Birmingham Homeownership Center, which offers home buying classes and one-on-one homeownership counseling, is also located in Avondale.</p>
<b>Merchants' Association</b>	<p>The Avondale Business Association is made up of both businesses and non-profit organizations based in the local area.</p>
<b>Transportation</b>	<p>The Avondale district is located on Routes 11 and 78. Average annual daily traffic counts number 16,070 on Route 11 and 12,920 on Route 78 (2006 Alabama DoT). The district is served by BJCTA bus routes 17, 25, and 28. Two railway corridors cross the district perpendicular to 41<sup>st</sup> Street</p>
<b>Parking</b>	<p>There is some on-street parking along 41<sup>st</sup> Street south of the industrial zone and along 5<sup>th</sup> Avenue. However, many businesses have parking located on site, including auto-oriented businesses.</p>
<b>Commentary</b>	<p>Avondale's business district is comprised of important businesses in the building supply and construction industries, as well as a number of businesses in home and decorative arts. Businesses in the former sector cluster to serve both consumers and businesses, evidenced by the large number of businesses in wholesale trade, while businesses in the later cluster tend to focus on consumers.</p> <p>Two major arterial routes through the district give the district visibility to a significant amount of pass through traffic, as indicated by the number of auto-oriented businesses where Routes 11 and 78 intersect with 41<sup>st</sup> Street</p> <p>The roadways, railroads and industrial zone combine to create a significant barrier to vehicular and pedestrian traffic along 41<sup>st</sup> Street. This creates three or more distinct zones that do not relate well to one another.</p> <p>The local trade area is comprised of two census tracts with different profiles. The census tract south of Avondale Park contains a largely white population and households with high incomes and home ownership rates, while the tract surrounding the majority of the district contains a largely African-American population and households with low incomes and high renter occupancy rates. The businesses and business district as a whole will have to balance the demand for goods and services from residents in these areas.</p>

Source: Main Street Birmingham, City of Birmingham, ESRI, Dun & Bradstreet, Department of Housing and Urban Development, U.S. Postal Service, Alabama Department of Transportation, Birmingham Jefferson County Transit Authority, and ConsultEcon, Inc.