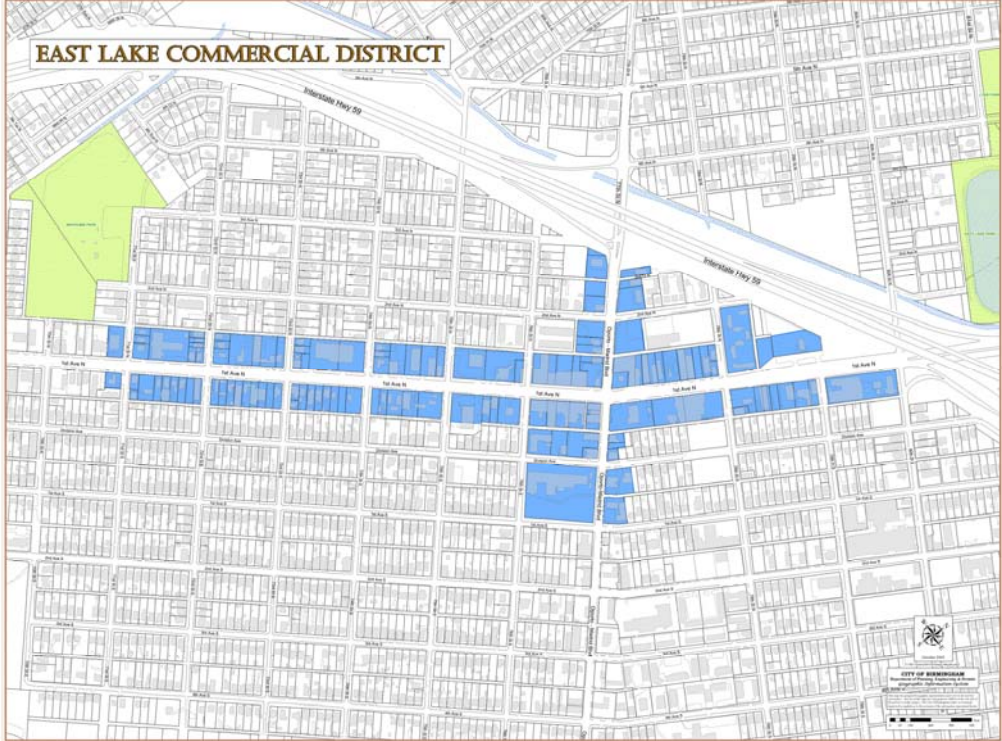
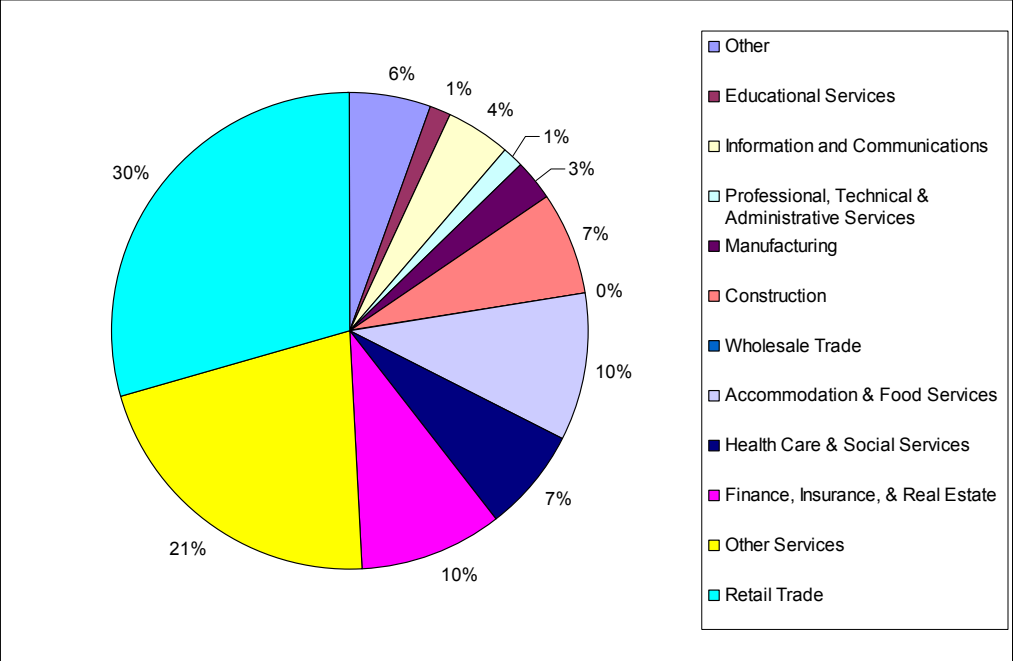


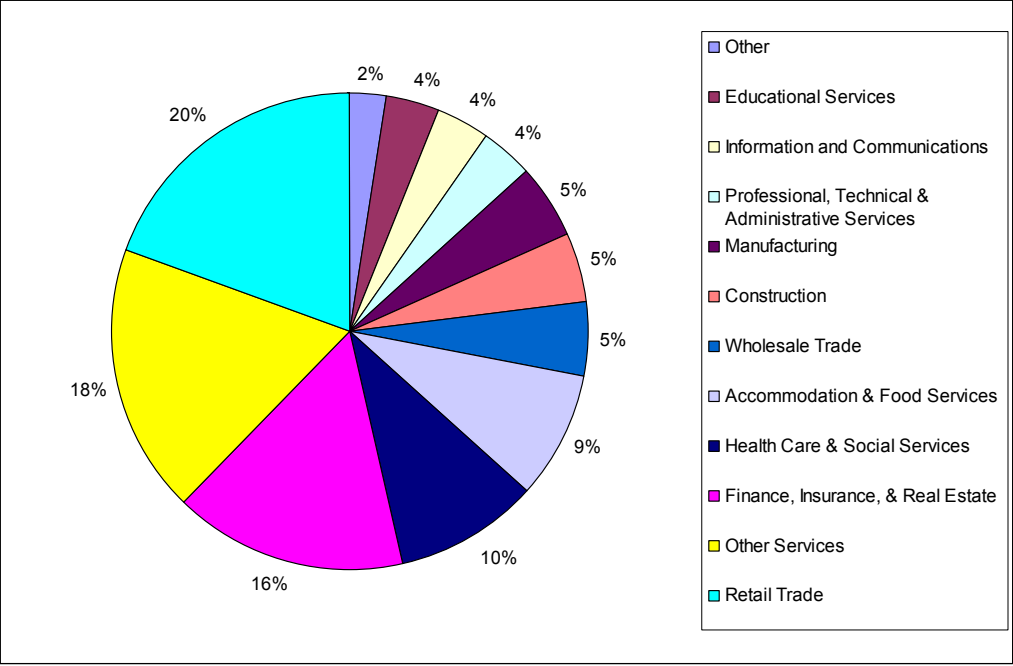
**Table III-2
East Lake District Overview**

<p>Name</p>	<p>East Lake</p>
<p>Location and Description</p>	<p>The East Lake commercial district is located along 1st Avenue North, between 71st Street on the southwest and 80th Street and the Interstate 59 interchange on the northeast. The district is approximately 3 miles from Birmingham International Airport and about 6½ miles from the city’s central business district. The 1st Avenue North corridor runs roughly parallel to Interstate 59 just to the highway’s southwest.</p> <p>First Avenue North and Oporto-Madrid Boulevard are the district’s major thoroughfares. East Lake is primarily an auto-oriented district; most buildings are set back from the street by parking or landscaping with the exception of a cluster of older storefronts along 1st Avenue North between 76th Street and Oporto-Madrid Blvd, several of which are adult entertainment businesses. Figure III-5 is a map of the district.</p> <p style="text-align: center;">Figure III-5 Map of East Lake District</p>  <p>The map, titled 'EAST LAKE COMMERCIAL DISTRICT', shows a detailed street grid. Interstate 59 is visible as a major highway running diagonally from the top right towards the center. The commercial district is highlighted in blue, primarily along 1st Avenue North between 71st Street and 80th Street. Other streets shown include Oporto-Madrid Blvd, Division Avenue, and various numbered streets from 71st to 80th. A scale bar and the City of Birmingham logo are located in the bottom right corner of the map.</p> <p>Source: Main Street Birmingham and the City of Birmingham.</p>
<p>Land Use</p>	<p>The district is primarily zoned for general business, with single-family residential areas to both the northwest and southeast of the 1st Avenue North commercial corridor. Although zoned for business, roughly 22% of the properties in the district are identified as primarily residential according to information provided by Main Street Birmingham. The neighborhood is also home to two elementary schools: the Barrett School (Public) on Division Avenue south of the 1st Avenue corridor and St. Barnabas (Parochial) at 1st Avenue and 79th Street</p>

**Table III-2 (cont.)
East Lake District Overview**

<p>Primary Source Business Mix</p>	<p>According to information provided by Main Street Birmingham, there are 71 businesses in East Lake. Retail trade comprises about 30% of businesses and services comprise another 21% of businesses. Businesses in Finance, Insurance, and Real Estate and in Accommodation and Food Services comprise 10% each. Data in Figure III-6 show the mix of establishments in East Lake.</p> <p style="text-align: center;">Figure III-6 East Lake Commercial District Business Mix – Primary Source</p>  <table border="1" style="margin-left: auto; margin-right: auto;"> <caption>Data for Figure III-6: East Lake Commercial District Business Mix – Primary Source</caption> <thead> <tr> <th>Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Retail Trade</td> <td>30%</td> </tr> <tr> <td>Other Services</td> <td>21%</td> </tr> <tr> <td>Finance, Insurance, & Real Estate</td> <td>10%</td> </tr> <tr> <td>Accommodation & Food Services</td> <td>10%</td> </tr> <tr> <td>Health Care & Social Services</td> <td>7%</td> </tr> <tr> <td>Wholesale Trade</td> <td>7%</td> </tr> <tr> <td>Construction</td> <td>0%</td> </tr> <tr> <td>Manufacturing</td> <td>3%</td> </tr> <tr> <td>Professional, Technical & Administrative Services</td> <td>1%</td> </tr> <tr> <td>Information and Communications</td> <td>4%</td> </tr> <tr> <td>Educational Services</td> <td>1%</td> </tr> <tr> <td>Other</td> <td>6%</td> </tr> </tbody> </table> <p>Source: Main Street Birmingham and ConsultEcon, Inc.</p>	Category	Percentage	Retail Trade	30%	Other Services	21%	Finance, Insurance, & Real Estate	10%	Accommodation & Food Services	10%	Health Care & Social Services	7%	Wholesale Trade	7%	Construction	0%	Manufacturing	3%	Professional, Technical & Administrative Services	1%	Information and Communications	4%	Educational Services	1%	Other	6%
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Educational Services	1%																										
Other	6%																										
<p>Commercial District Vacancy</p>	<p>According to information furnished by Main Street Birmingham, building vacancy in the East Lake district is 18%. Residential vacancy is lower than commercial vacancy at 8%.</p>																										

**Table III-2 (cont.)
East Lake District Overview**

<p>Secondary Source Business Mix</p>	<p>Dun & Bradstreet identify 82 businesses in the East Lake commercial district, employing 674 people and generating nearly \$65 million in sales or revenue.⁴ Retail and wholesale trade comprise about 25% of area businesses. Services, including automotive and other repairs, comprise about 18%. Finance, Insurance, and Real Estate businesses comprise roughly 16%. Health care and social services ranks fifth making up 10% of area business. Data in Figure III-7 show the mix of establishments in East Lake.</p> <p style="text-align: center;">Figure III-7 East Lake Commercial District Business Mix – Secondary Source</p>  <table border="1" style="display: none;"> <caption>East Lake Commercial District Business Mix – Secondary Source</caption> <thead> <tr> <th>Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Other</td> <td>2%</td> </tr> <tr> <td>Educational Services</td> <td>4%</td> </tr> <tr> <td>Information and Communications</td> <td>4%</td> </tr> <tr> <td>Professional, Technical & Administrative Services</td> <td>4%</td> </tr> <tr> <td>Manufacturing</td> <td>5%</td> </tr> <tr> <td>Construction</td> <td>5%</td> </tr> <tr> <td>Wholesale Trade</td> <td>5%</td> </tr> <tr> <td>Accommodation & Food Services</td> <td>9%</td> </tr> <tr> <td>Health Care & Social Services</td> <td>10%</td> </tr> <tr> <td>Finance, Insurance, & Real Estate</td> <td>16%</td> </tr> <tr> <td>Other Services</td> <td>18%</td> </tr> <tr> <td>Retail Trade</td> <td>20%</td> </tr> </tbody> </table> <p>Source: Dun & Bradstreet and ConsultEcon, Inc.</p>	Category	Percentage	Other	2%	Educational Services	4%	Information and Communications	4%	Professional, Technical & Administrative Services	4%	Manufacturing	5%	Construction	5%	Wholesale Trade	5%	Accommodation & Food Services	9%	Health Care & Social Services	10%	Finance, Insurance, & Real Estate	16%	Other Services	18%	Retail Trade	20%
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Retail Trade	20%																										
<p>Major Employers</p>	<p>According to Dun & Bradstreet, Alabama Specialties, Inc., a non-residential construction firm specializing in drywall and insulation as well as water well drilling, is the district's largest employer, with an estimated 100 jobs. Other top five employers include: ConsultAmerica Health and Rehabilitation, a nursing home; Barrett Elementary School; Checkers Drive-in Restaurant; and Mutual Savings Life Insurance.</p>																										

⁴ 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-2 (cont.)
East Lake District Overview**

Public Amenities and Civic Uses	<p>As noted, East Lake is home to two elementary schools. It also boasts a public library branch and fire station. While it lies outside the East Lake commercial district on the opposite side of the Interstate, nearby East Lake Park and its namesake body of water features a walking trail and hosts an annual family fishing event. Also outside the commercial district but important to the East Lake community are Ruffner Mountain Nature Center and the Roebuck Golf Course.</p> <p>There are five churches within the East Lake district as well as two union offices.</p>
Merchants' Association	<p>East Lake does not have an active merchants' association.</p>
Transportation	<p>The East Lake district is located on 1st Avenue North (Route 11) with an annual daily traffic count number of 20,570 (2006 Alabama DoT). East Lake is served by BJCTA bus routes 5, 6, and 38. Interstate 59 is conveniently accessed from East Lake at 80th Street.</p>
Parking	<p>There is on street parking along 1st Avenue North, but not along Oporto-Madrid Blvd. However, most businesses have parking located on site, often in lots with street frontage.</p>
Commentary	<p>The East Lake business district is primarily comprised of locally-focused service and retail businesses. Retail businesses outnumber wholesalers by four to one, and retailers tend to be small and convenience-focused. The presence of a several contiguous adult entertainment businesses within the one block of traditional storefronts may serve as an impediment to attracting some consumers to the area.</p> <p>The substantial vehicular traffic along 1st Avenue North makes East Lake a relatively busy commercial corridor. However, with relatively few traditional Main Street storefronts, the district does not generate a lot of pedestrian activity.</p> <p>Households in the East Lake trade area census tracts tend to be family households (63.9%) and show a high percentage of homeownership (62.5%). The five tracts that make up the trade area are relatively homogeneous in terms of household income, race and age.</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.