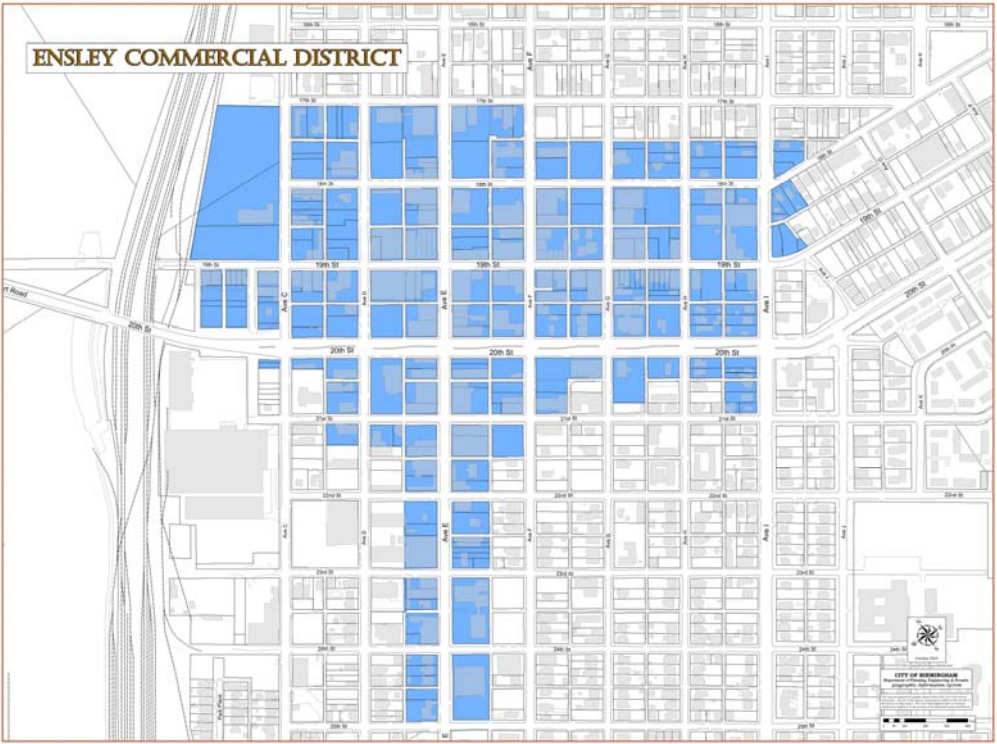
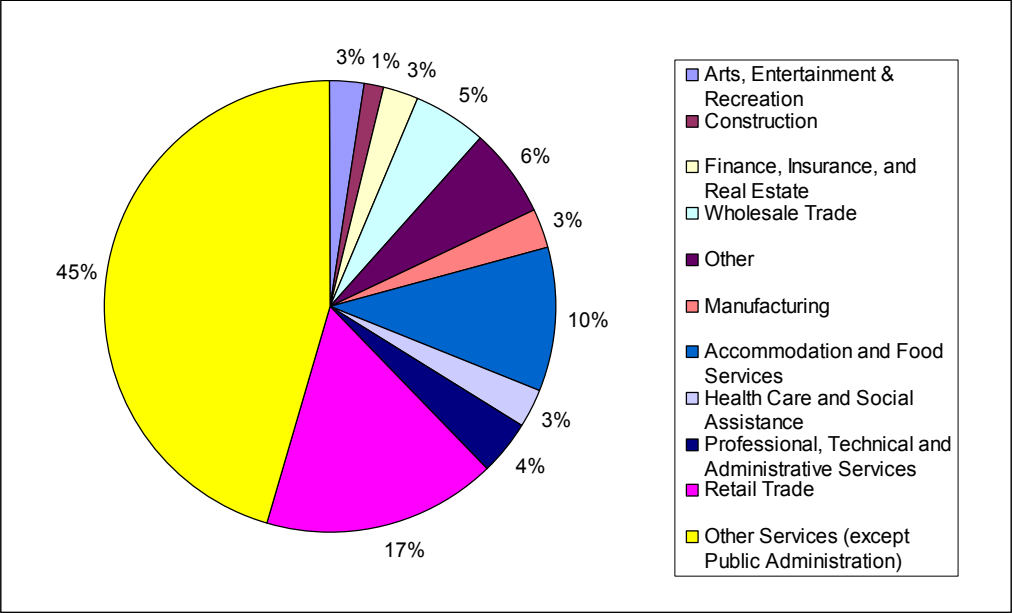


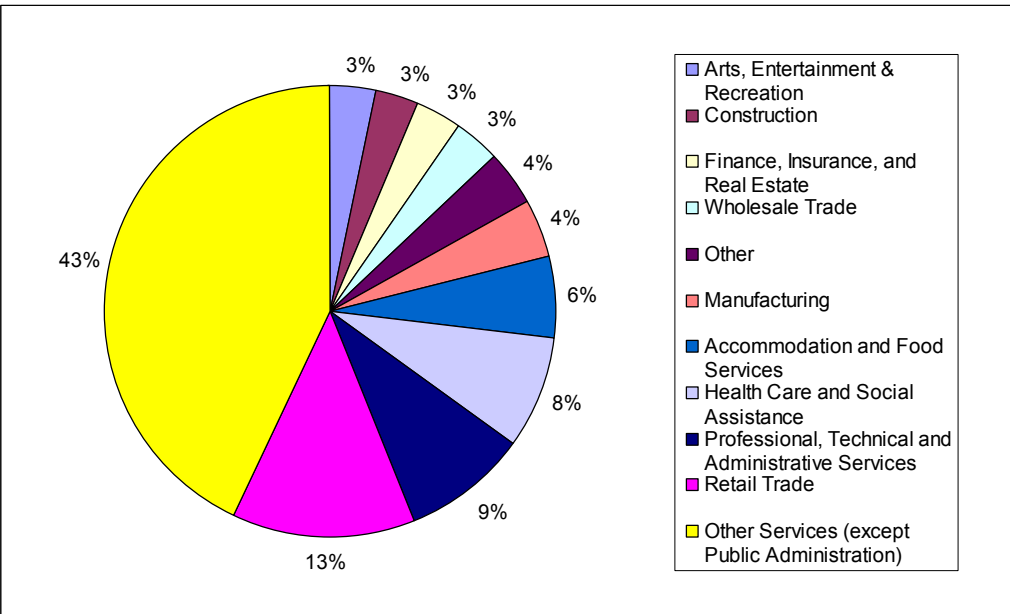
**Table III-3  
Ensley District Overview**

<p><b>Name</b></p>	<p>Ensley</p>
<p><b>Location and Description</b></p>	<p>The Ensley commercial district is centered on the intersection of 20<sup>th</sup> Street and Avenue E. The area is bounded by 17<sup>th</sup> Street on the northeast, by Avenue I on the southeast, by 25<sup>th</sup> Street on the southwest, and by train tracks on the northwest. The district is approximately 10.8 miles from Birmingham International Airport and about 5.4 miles from the city’s central business district.</p> <p>The Ensley district is larger than the other districts under consideration, and was at one point the most densely developed and second only to downtown Birmingham as a business center. The vacant office building at 19<sup>th</sup> Street and Avenue E, the district’s geographic center, stands nine stories tall, the tallest building in any of the districts. However, this district lost businesses and customers following the closure of the U.S Steel plant in 1979.</p> <p>Ensley has a traditional urban character, with street-facing buildings prevailing over the automobile-centric uses seen in other districts, except along 20<sup>th</sup> Street (Route 269). <b>Figure III-9</b> is a map of the district.</p> <p style="text-align: center;"><b>Figure III-9 Map of Ensley District</b></p>  <p>Source: Main Street Birmingham and the City of Birmingham.</p>
<p><b>Land Use</b></p>	<p>The Ensley district includes a number of business zoning classifications including neighborhood, general, and community business districts. Business zoning extends beyond the district’s boundaries to the southwest. An industrial corridor lies to the district’s west along the train tracks. Single family housing predominates to the northeast of the district, while denser multifamily housing characterizes the area to the southeast.</p>

**Table III-3 (cont.)  
Ensley District Overview**

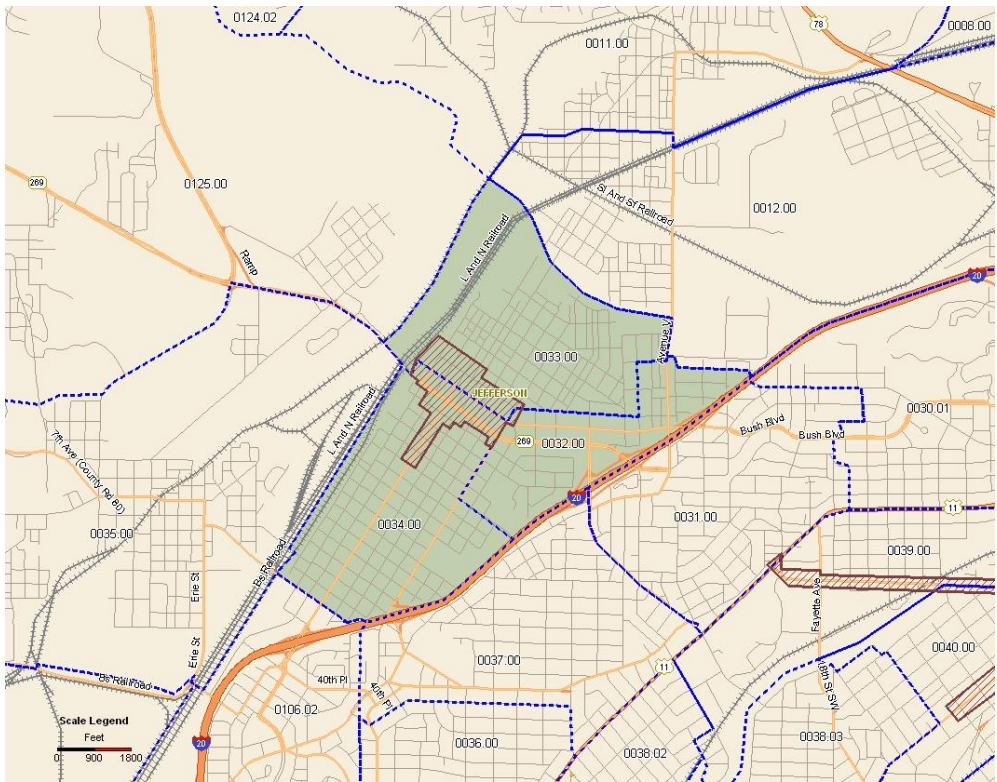
<p><b>Primary Source Business Mix</b></p>	<p>According to information provided by Main Street Birmingham, there are 77 businesses in Ensley. Services comprise about 45% of businesses and Retail Trade comprises another 17% of businesses. Businesses in Accommodation and Food Services comprise 10% of all businesses. Data in <b>Figure III-10</b> show the mix of establishments in Ensley.</p> <p style="text-align: center;"><b>Figure III-10 Ensley Commercial District Business Mix – Primary Source</b></p>  <table border="1" style="margin-left: auto; margin-right: auto;"> <caption>Data for Figure III-10: Ensley Commercial District Business Mix – Primary Source</caption> <thead> <tr> <th>Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Arts, Entertainment &amp; Recreation</td> <td>3%</td> </tr> <tr> <td>Construction</td> <td>1%</td> </tr> <tr> <td>Finance, Insurance, and Real Estate</td> <td>3%</td> </tr> <tr> <td>Wholesale Trade</td> <td>3%</td> </tr> <tr> <td>Other</td> <td>5%</td> </tr> <tr> <td>Manufacturing</td> <td>3%</td> </tr> <tr> <td>Accommodation and Food Services</td> <td>10%</td> </tr> <tr> <td>Health Care and Social Assistance</td> <td>3%</td> </tr> <tr> <td>Professional, Technical and Administrative Services</td> <td>4%</td> </tr> <tr> <td>Retail Trade</td> <td>17%</td> </tr> <tr> <td>Other Services (except Public Administration)</td> <td>45%</td> </tr> </tbody> </table> <p>Source: Main Street Birmingham and ConsultEcon, Inc.</p>	Category	Percentage	Arts, Entertainment & Recreation	3%	Construction	1%	Finance, Insurance, and Real Estate	3%	Wholesale Trade	3%	Other	5%	Manufacturing	3%	Accommodation and Food Services	10%	Health Care and Social Assistance	3%	Professional, Technical and Administrative Services	4%	Retail Trade	17%	Other Services (except Public Administration)	45%
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<p><b>Commercial District Vacancy</b></p>	<p>Vacancy is a severe problem in the Ensley district. According to information from Main Street Birmingham, 46% of buildings are vacant in the district, including the 9-story building at 19<sup>th</sup> Street and Avenue E. No vacancy was identified among the limited number of residential properties in the area.</p>																								

**Table III-3 (cont.)  
Ensley District Overview**

<p><b>Secondary Source Business Mix</b></p>	<p>Ensley is home to 123 business establishments, according to Dun &amp; Bradstreet. These businesses employ 723 people and generate \$49.9 million in sales or revenue. Services are prevalent, comprising 33% of businesses in Ensley.<sup>5</sup> These services include a large number of barber and beauty shops, as well as quite a few religious organizations and places of worship. Retail trade makes up 13% of area businesses, including automotive, furniture, and apparel stores. Profession services, represented primarily by legal and tax firms, are the third largest group at 9%. Health care is fourth with 8%, anchored by the county public health clinic and the Western Mental Health Center. Accommodations and food services, mostly food services, are fifth with 6%. Data in <b>Figure III-11</b> show the mix of establishments in Ensley.</p> <p style="text-align: center;"><b>Figure III-11 Ensley Commercial District Business Mix – Secondary Source</b></p>  <table border="1" data-bbox="418 730 1422 1339"> <caption>Data for Figure III-11: Ensley Commercial District Business Mix – Secondary Source</caption> <thead> <tr> <th>Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Arts, Entertainment &amp; Recreation</td> <td>4%</td> </tr> <tr> <td>Construction</td> <td>3%</td> </tr> <tr> <td>Finance, Insurance, and Real Estate</td> <td>3%</td> </tr> <tr> <td>Wholesale Trade</td> <td>3%</td> </tr> <tr> <td>Other</td> <td>3%</td> </tr> <tr> <td>Manufacturing</td> <td>4%</td> </tr> <tr> <td>Accommodation and Food Services</td> <td>6%</td> </tr> <tr> <td>Health Care and Social Assistance</td> <td>8%</td> </tr> <tr> <td>Professional, Technical and Administrative Services</td> <td>9%</td> </tr> <tr> <td>Retail Trade</td> <td>13%</td> </tr> <tr> <td>Other Services (except Public Administration)</td> <td>43%</td> </tr> </tbody> </table> <p>Source: Dun &amp; Bradstreet and ConsultEcon, Inc.</p>	Category	Percentage	Arts, Entertainment & Recreation	4%	Construction	3%	Finance, Insurance, and Real Estate	3%	Wholesale Trade	3%	Other	3%	Manufacturing	4%	Accommodation and Food Services	6%	Health Care and Social Assistance	8%	Professional, Technical and Administrative Services	9%	Retail Trade	13%	Other Services (except Public Administration)	43%
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<p><b>Major Employers</b></p>	<p>According to Dun &amp; Bradstreet, Ensley’s five largest employers are: trucking firm P&amp;S Transportation, the Jefferson County Department of Public Health’s Western Health Center, Western Mental Health Center, Marino’s Supermarket, and the Chapel Steel Company warehouse.</p>																								

<sup>5</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-3 (cont.)  
Ensley District Overview**

<p><b>Trade Area Description</b></p>	<p>The Ensley district trade area is bounded by railroad tracks and the defunct U.S. Steel plant on its western edge and by Interstate 20 on the south and east. Three census tracts comprise the trade area. The district’s relatively large number of apparel and furniture stores indicates potential for an expanded regional trade area due to the presence of merchants of these comparison goods. <b>Figure III-12</b> is a map of the Ensley commercial district and its trade area.</p> <p style="text-align: center;"><b>Figure III-12 Ensley Trade Area</b></p>  <p>Source: ESRI and ConsultEcon, Inc.</p>
<p><b>Trade Area Demographics</b></p>	<p>Despite Ensley’s large size, there were only an estimated 6,477 residents in Ensley’s local trade area in 2006. Fifty-seven percent of these residents were between the ages of 20 and 64. There were an estimated 2,537 households, with an average household size of 2.55. Aggregate household income in the trade area in 2006 was estimated at \$71.7 million, with an average household income of \$28,259, the lowest among the districts under consideration. Approximately 61% 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, 14% of 3,192 residential addresses and 17% of 418 business addresses were vacant for more than 90 days in the local trade area. Five percent of residential addresses and 10% of business addresses were vacant for more than 2 years.</p>
<p><b>Public Amenities and Civic Uses</b></p>	<p>Ensley’s civic facilities include both a public library branch, a post office, and the western precinct headquarters of the Birmingham Police Department, as well as the health center. There are eleven churches in Ensley. The Jackson-Olin High School is located to the north of the district and generates pedestrian activity within the district.</p>

**Table III-3 (cont.)**  
**Ensley District Overview**

<b>Merchants' Association</b>	Ensley has a loose but active group of merchants that will support promotional events for the district. It does not have a formal leadership or officer structure and is driven by Main Street Birmingham staff.
<b>Transportation</b>	The Ensley district is located on Routes 269 (20 <sup>th</sup> Street) and close to Interstate 20/59. Average annual daily traffic counts number 22,650 on Route (2006 Alabama DoT). I-59 is accessible near the intersection of 20 <sup>th</sup> Street and Ensley 5 Points West Avenue. A substantial railway corridor flanks the district to the west, which connects to the US Steel property. Ensley is served by BJCTA bus routes 5, 6, and 38.
<b>Parking</b>	Ensley has both on-street parking and off-street parking associated with businesses.
<b>Commentary</b>	<p>Ensley has a substantial stock of attractive and historic buildings. The potential for renovation/historic preservation of these buildings, along with the district's pedestrian character, is well-aligned with the Main Streets approach.</p> <p>Nearby, east of the district along 20<sup>th</sup> Street, the Tuxedo Court housing project is the site of extensive ongoing redevelopment under the federally-funded HOPE VI program. Almost 500 units of multifamily housing are being replaced with 306 mixed-income, mixed-tenure homes. There should be considerable potential for synergies between redevelopment at Tuxedo Court and a renewal of the Ensley commercial district.</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.