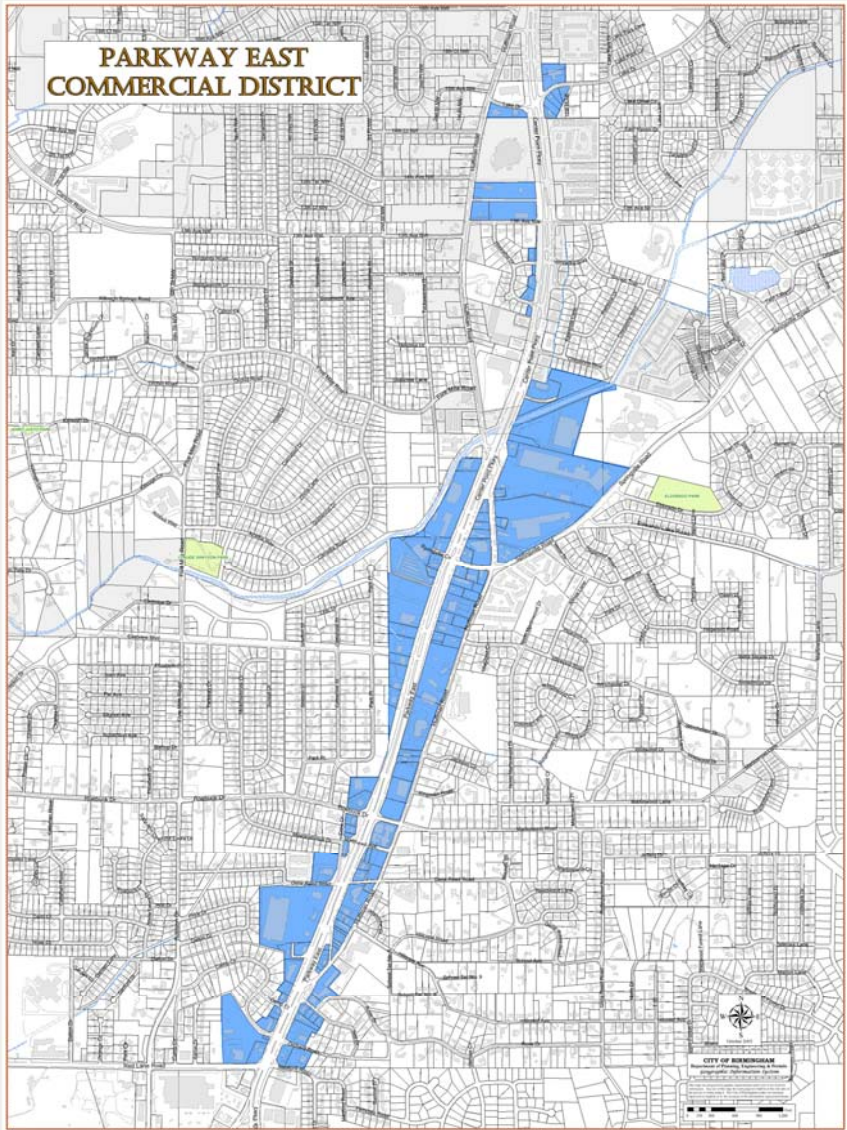
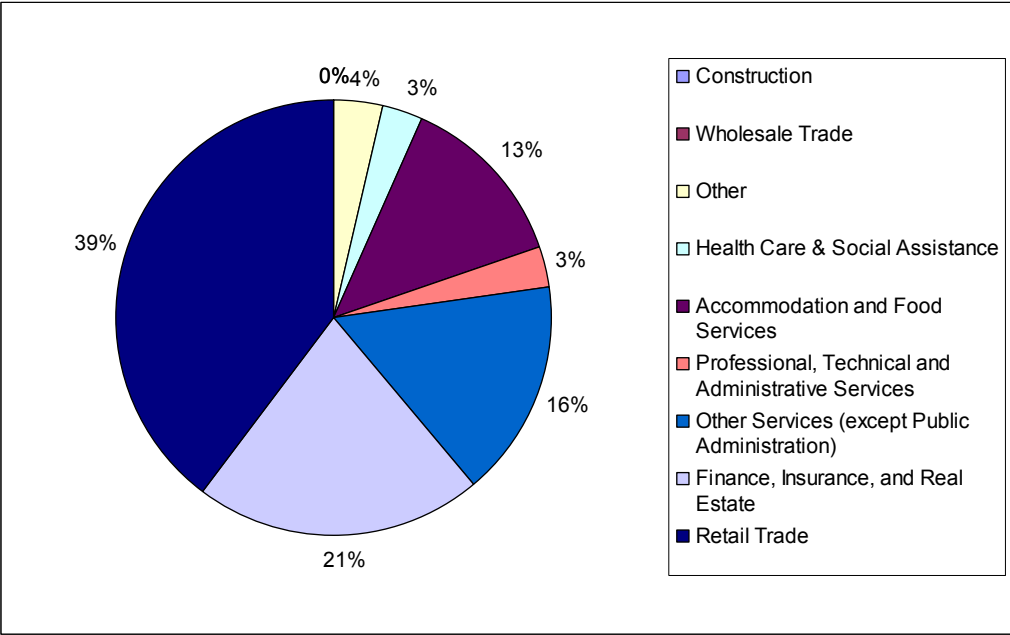


**Table III-5
 Parkway East District Overview**

<p>Name</p>	<p>Parkway East</p>
<p>Location and Description</p>	<p>This district is an automobile-centric commercial corridor lying along Parkway East, which becomes Center Point Parkway north of Springville Road (U.S. Hwy 11/Route 75). The district is bounded by Medford and Red Lane Roads to the south and by Lake Drive on the north, with some northern enclaves separated from the bulk of the district. Parkway East is a major multilane roadway with neither on-street parking nor sidewalks. The Parkway East district is approximately 6 miles from Birmingham International Airport and about 8½ miles from the city’s central business district. Parkway East lacks traditional urban characteristics such as pedestrian access and street-fronting retail. Figure III-17 is a map of the district.</p> <p style="text-align: center;">Figure III-17 Map of Parkway East District</p>  <p style="text-align: center;">Source: Main Street Birmingham and the City of Birmingham.</p>

**Table III-5 (cont.)
Parkway East District Overview**

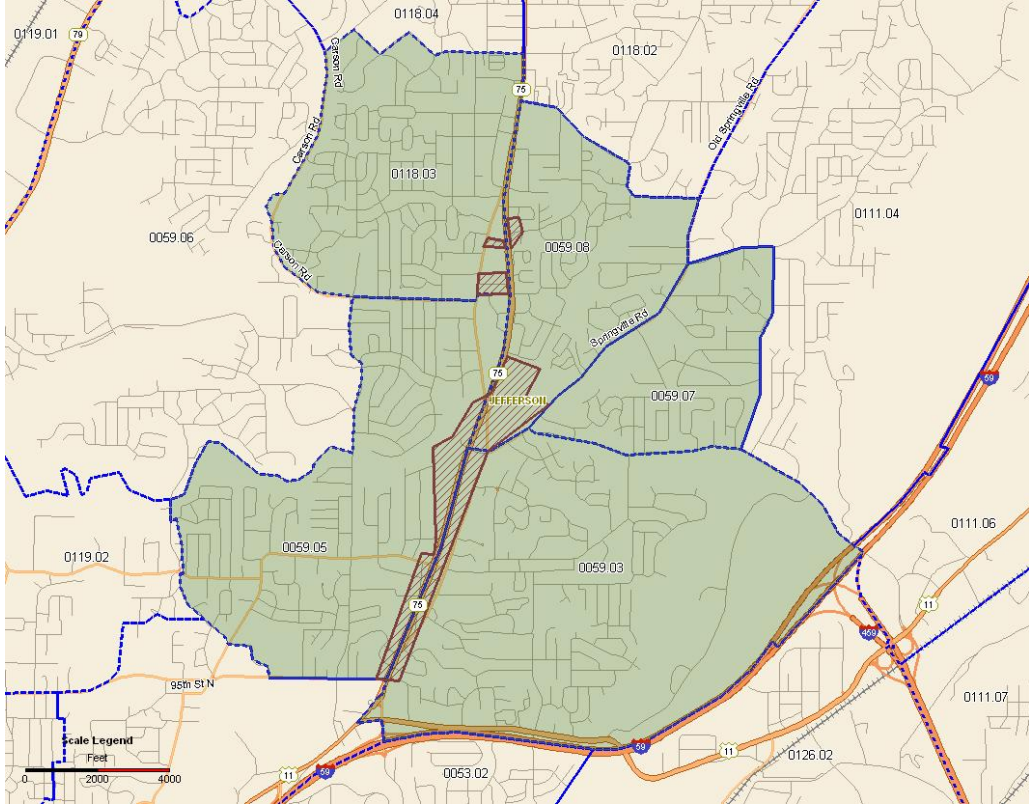
Land Use	The Parkway East district is zoned entirely as a General Business District, with some small pockets of Office & Institutional Zoning. At the corridor’s northern end, there is a small area zoned for light industrial use. The district is bracketed to north and south by single-family residential areas with some enclaves of more dense multi-family housing.																				
Primary Source Business Mix	<p>According to information provided by Main Street Birmingham, there are 137 businesses in Parkway East. Retail trade comprises about 39% of businesses and Finance, Insurance and Real Estate comprise another 21% of businesses. Service businesses account for 16% of the total and businesses in Accommodation and Food Services comprise 13%. Data in Figure III-18 show the mix of establishments in Parkway East.</p> <p style="text-align: center;">Figure III-18 Parkway East Commercial District Business Mix – Primary Source</p>  <table border="1" data-bbox="418 737 1422 1367"> <caption>Parkway East Commercial District Business Mix – Primary Source</caption> <thead> <tr> <th>Primary Source</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Retail Trade</td> <td>39%</td> </tr> <tr> <td>Finance, Insurance, and Real Estate</td> <td>21%</td> </tr> <tr> <td>Other Services (except Public Administration)</td> <td>16%</td> </tr> <tr> <td>Accommodation and Food Services</td> <td>13%</td> </tr> <tr> <td>Professional, Technical and Administrative Services</td> <td>3%</td> </tr> <tr> <td>Health Care & Social Assistance</td> <td>3%</td> </tr> <tr> <td>Other</td> <td>4%</td> </tr> <tr> <td>Wholesale Trade</td> <td>0%</td> </tr> <tr> <td>Construction</td> <td>0%</td> </tr> </tbody> </table> <p>Source: Main Street Birmingham and ConsultEcon, Inc.</p>	Primary Source	Percentage	Retail Trade	39%	Finance, Insurance, and Real Estate	21%	Other Services (except Public Administration)	16%	Accommodation and Food Services	13%	Professional, Technical and Administrative Services	3%	Health Care & Social Assistance	3%	Other	4%	Wholesale Trade	0%	Construction	0%
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Commercial District Vacancy	Parkway East has the lowest vacancy of any of the districts. According to information from Main Street Birmingham, only 8% of buildings are vacant in the area.																				

**Table III-5 (cont.)
Parkway East District Overview**

<p>Secondary Source Business Mix</p>	<p>Parkway East is home to 250 business establishments, according to Dun & Bradstreet.⁷ These businesses employ 2,567 people and generate \$354.7 million in sales or revenue. Services are prevalent, comprising 33% of businesses in Parkway East. 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 23% of area businesses, including 14 new and used car dealerships. Finance, insurance, and real estate comprise 22% of businesses in the district. The professional services sector is the third largest - largely legal, tax and engineering businesses. Accommodations and food services, mostly food services, are fourth with 12%. Health care and social assistance are the fifth largest group, including medical and dental offices as well as child care businesses. Data in Figure III-19 show the mix of establishments in Parkway East.</p> <p style="text-align: center;">Figure III-19 Parkway East Commercial District Business Mix – Secondary Source</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <caption>Data for Figure III-19</caption> <thead> <tr> <th>Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Retail Trade</td> <td>23%</td> </tr> <tr> <td>Finance, Insurance, and Real Estate</td> <td>22%</td> </tr> <tr> <td>Other Services (except Public Administration)</td> <td>17%</td> </tr> <tr> <td>Professional, Technical and Administrative Services</td> <td>12%</td> </tr> <tr> <td>Accommodation and Food Services</td> <td>9%</td> </tr> <tr> <td>Health Care & Social Assistance</td> <td>7%</td> </tr> <tr> <td>Other</td> <td>5%</td> </tr> <tr> <td>Wholesale Trade</td> <td>2%</td> </tr> <tr> <td>Construction</td> <td>2%</td> </tr> <tr> <td>Unlabeled</td> <td>2%</td> </tr> </tbody> </table> <p>Source: Dun & Bradstreet and ConsultEcon, Inc.</p>	Category	Percentage	Retail Trade	23%	Finance, Insurance, and Real Estate	22%	Other Services (except Public Administration)	17%	Professional, Technical and Administrative Services	12%	Accommodation and Food Services	9%	Health Care & Social Assistance	7%	Other	5%	Wholesale Trade	2%	Construction	2%	Unlabeled	2%
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<p>Major Employers</p>	<p>According to Dun & Bradstreet, Parkway East’s five largest employers are, in descending order: Wal-Mart, Golden Corral steakhouse, Parkway Christian Fellowship, car dealership Jim Skinner Ford, and the Cathedral of the Cross.</p>																						

⁷ 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-5 (cont.)
Parkway East District Overview**

<p>Trade Area Description</p>	<p>Parkway East’s trade area consists of five census tracts. Unlike most of the districts, the areas surrounding the commercial corridor are not heavily segmented by railways or highways. The presence of a number of businesses dealing in comparison goods (especially automobiles) indicates that the district may have a substantially larger secondary trade area. Figure III-20 is a map of the Parkway East commercial district and its trade area.</p> <p style="text-align: center;">Figure III-20 Parkway East Trade Area</p>  <p>Source: ESRI and ConsultEcon, Inc.</p>
<p>Trade Area Demographics</p>	<p>Parkway East had an estimated 20,380 residents in its local trade area in 2006. Fifty-seven percent of these residents were between the ages of 20 and 64. There were an estimated 8,687 households, with an average household size of 2.35. Aggregate household income in the trade area in 2006 was estimated at \$460.7 million, with an average household income of \$53,031, one of the highest among the districts under consideration. Only 25% of households have incomes that are less than \$25,000 annually.</p>
<p>Trade Area Vacancy</p>	<p>According to data compiled by the Department of Housing and Urban Development based on information provided by the U.S. Postal Service, 4% of 11,768 residential addresses and 13% of 880 business addresses were vacant for more than 90 days in the local trade area. One percent of residential addresses and 7% of business addresses were vacant for more than 2 years.</p>

**Table III-5 (cont.)
Parkway East District Overview**

Public Amenities and Civic Uses	El Dorado park lies just east of the district off Springville Road, with a public library branch nearby. The fire station is located on Huffman Road. The Roebuck area south of the Parkway East District contains a public golf course and a post office. There is a police precinct located at the district's southern edge on Red Lane Road.
Merchants' Association	Parkway East does not have a merchants' association formally recognized by Main Street Birmingham. A small but influential group of citizens known as the Roebuck Steering Committee works to improve the district.
Transportation	The Parkway East district is located on U.S. Hwy 11/Route 75 (Parkway East/Center Point Parkway) and close to Interstate 20/59. Average annual daily traffic counts number 54,940 on Route 75 at Red Lane and 47,980 between Roebuck Drive and Springville Road (2006 Alabama DoT). I-59 is accessible near the intersection of 20 th Street and 5 Points Avenue West. Parkway East does not have public transportation service, but BJCTA routes 75 and 79 run along nearby Huffman Road.
Parking	Parkway East only has off-street parking associated with businesses.
Commentary	<p>The Parkway East district, although not a traditional urban business district, features the highest traffic counts of any of the study areas. Heavy traffic, combined with the high concentration of automobile dealers can help to draw customers to other businesses located in the area. However, without sidewalks or off-site parking (on-street or in central lots), there is likely minimal business spillover from one establishment to the next, except within retail developments.</p> <p>While the adjacent Roebuck Commercial District is not technically a target district of Main Street Birmingham, the interests are the same and it is geographically considered a target area.</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.