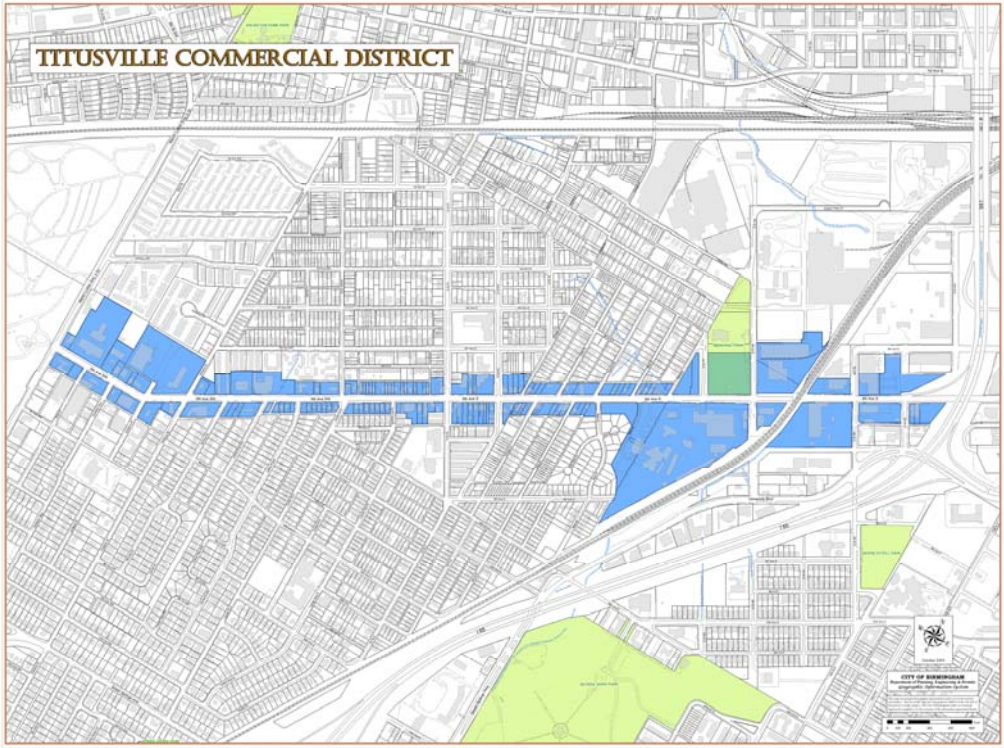
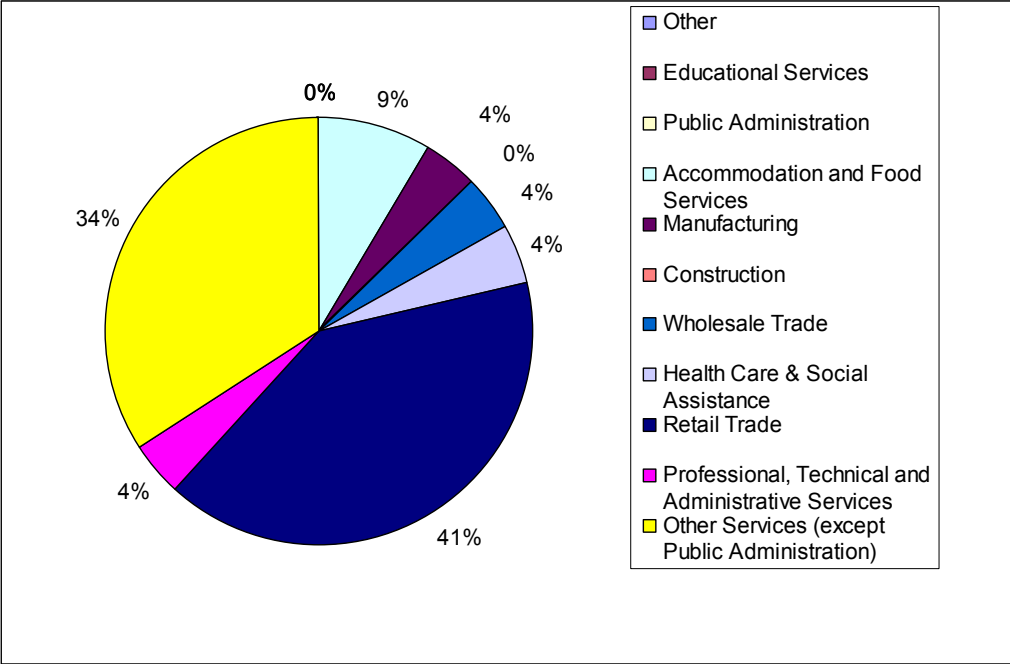


**Table III-6
Titusville District Overview**

<p>Name</p>	<p>Titusville</p>
<p>Location and Description</p>	<p>Titusville is a mixed-use district along 6th Avenue South between Martin Luther King, Jr. Drive and Elmwood Cemetery on the west and Interstate 65 on the east. The Titusville district is approximately 8.3 miles from Birmingham International Airport and about 3 miles southwest of the city’s central business district.</p> <p>Birmingham City Jail is located on Titusville’s eastern end, and many neighborhood businesses, including legal offices and bail bond firms, are related to the presence of the jail. Figure III-21 is a map of the district.</p> <p style="text-align: center;">Figure III-21 Map of Titusville District</p>  <p>The map shows a street grid with a central corridor highlighted in blue, labeled 'TITUSVILLE COMMERCIAL DISTRICT'. Other areas are highlighted in green. A scale bar and north arrow are visible 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 Titusville district is includes a range of zoning categories, including Neighborhood and General Business, Light Industrial, and R5 Multifamily Residential Districts. The areas surrounding the 6th Avenue corridor also include extensive areas of single-family housing, as well as a heavy industrial area to the district’s northwest.</p>

**Table III-6 (cont.)
Titusville District Overview**

<p>Primary Source Business Mix</p>	<p>According to information provided by Main Street Birmingham, there are 47 businesses in Titusville. Retail trade comprises about 41% of businesses and Services comprise another 34% of businesses. Businesses in Accommodation and Food Services comprise 9%. Data in Figure III-22 show the mix of establishments in Titusville.</p> <p style="text-align: center;">Figure III-22 Titusville Commercial District Business Mix – Primary Source</p>  <table border="1" style="margin-left: auto; margin-right: auto;"> <caption>Data for Figure III-22</caption> <thead> <tr> <th>Primary Source</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Retail Trade</td> <td>41%</td> </tr> <tr> <td>Other Services (except Public Administration)</td> <td>34%</td> </tr> <tr> <td>Accommodation and Food Services</td> <td>9%</td> </tr> <tr> <td>Professional, Technical and Administrative Services</td> <td>4%</td> </tr> <tr> <td>Wholesale Trade</td> <td>4%</td> </tr> <tr> <td>Health Care & Social Assistance</td> <td>4%</td> </tr> <tr> <td>Manufacturing</td> <td>4%</td> </tr> <tr> <td>Educational Services</td> <td>0%</td> </tr> <tr> <td>Public Administration</td> <td>0%</td> </tr> <tr> <td>Construction</td> <td>0%</td> </tr> <tr> <td>Other</td> <td>0%</td> </tr> </tbody> </table> <p>Source: Main Street Birmingham and ConsultEcon, Inc.</p>	Primary Source	Percentage	Retail Trade	41%	Other Services (except Public Administration)	34%	Accommodation and Food Services	9%	Professional, Technical and Administrative Services	4%	Wholesale Trade	4%	Health Care & Social Assistance	4%	Manufacturing	4%	Educational Services	0%	Public Administration	0%	Construction	0%	Other	0%
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<p>Commercial District Vacancy</p>	<p>Vacancy information for Titusville was not available from Main Street Birmingham.</p>																								

**Table III-6 (cont.)
Titusville District Overview**

<p>Secondary Source Business Mix</p>	<p>Titusville is home to 89 business establishments, according to Dun & Bradstreet.⁸ These businesses employ 1,123 people and generate \$93.3 million in sales or revenue. Services are prevalent, comprising 23% of businesses in Titusville, including auto repair, hair and beauty, cemetery services, and religious services. Professional services are the second largest - largely legal and bail bond businesses related to the nearby jail. Retail trade makes up 17% of area businesses, mostly automobile-related. Health care and social assistance are the third largest group, including medical and dental offices as well as child care businesses. Wholesale trade and construction round out the top five categories of business. Data in Figure III-23 show the mix of establishments in Titusville.</p>																								
<p>Figure III-23 Titusville Commercial District Business Mix – Secondary Source</p>																									
<table border="1" data-bbox="407 751 1443 1409"> <caption>Data for Figure III-23: Titusville Commercial District Business Mix – Secondary Source</caption> <thead> <tr> <th>Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Other</td> <td>3%</td> </tr> <tr> <td>Educational Services</td> <td>3%</td> </tr> <tr> <td>Public Administration</td> <td>4%</td> </tr> <tr> <td>Accommodation and Food Services</td> <td>4%</td> </tr> <tr> <td>Manufacturing</td> <td>6%</td> </tr> <tr> <td>Construction</td> <td>7%</td> </tr> <tr> <td>Wholesale Trade</td> <td>7%</td> </tr> <tr> <td>Health Care & Social Assistance</td> <td>8%</td> </tr> <tr> <td>Retail Trade</td> <td>17%</td> </tr> <tr> <td>Professional, Technical and Administrative Services</td> <td>18%</td> </tr> <tr> <td>Other Services (except Public Administration)</td> <td>23%</td> </tr> </tbody> </table>		Category	Percentage	Other	3%	Educational Services	3%	Public Administration	4%	Accommodation and Food Services	4%	Manufacturing	6%	Construction	7%	Wholesale Trade	7%	Health Care & Social Assistance	8%	Retail Trade	17%	Professional, Technical and Administrative Services	18%	Other Services (except Public Administration)	23%
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<p>Source: Dun & Bradstreet and ConsultEcon, Inc.</p>																									
<p>Major Employers</p>	<p>According to Dun & Bradstreet, Titusville’s five largest employers are, in descending order: Ebsco Industries, a manufacturing firm; the City of Birmingham (City Jail and related); the University of Alabama at Birmingham; Commercial Printing Co.; and Service Corporation International, a cemetery services firm.</p>																								

⁸ 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-6 (cont.)
Titusville District Overview**

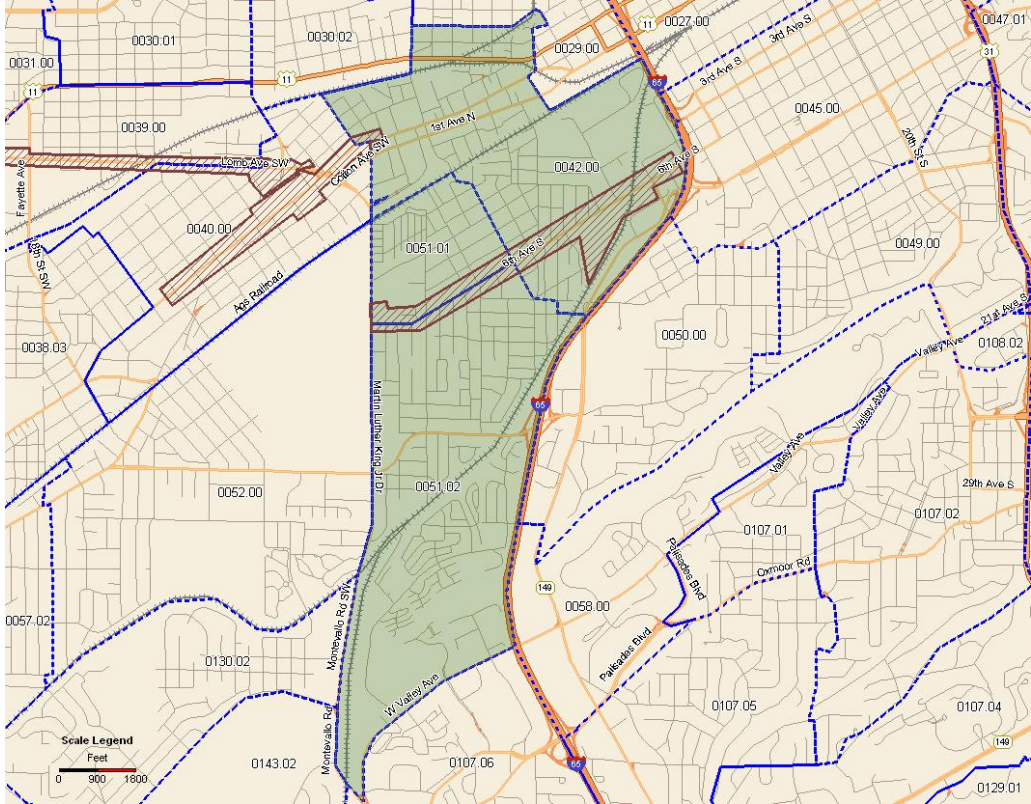
<p>Trade Area Description</p>	<p>The Titusville trade area includes three census tracts. The size of Elmwood Cemetery makes it a barrier to drawing business from areas to the west of the district. Railroad tracks introduce additional barriers to consumer movement. The Titusville trade area overlaps the trade area defined for the West End commercial district. Figure III-24 is a map of the Titusville commercial district and its trade area.</p> <p style="text-align: center;">Figure III-24 Titusville Trade Area</p>  <p>Source: ESRI and ConsultEcon, Inc.</p>
<p>Trade Area Demographics</p>	<p>Titusville had a 2006 trade area population estimate of 12,223. Sixty-one percent of these residents were between the ages of 20 and 64. There were an estimated 5,581 households, with an average household size of 2.19. Aggregate household income in the trade area in 2006 was estimated at \$186.1 million, with an average household income of \$33,338. Fifty-one percent of households in the area 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, 18% of 6,315 residential addresses and 16% of 472 business addresses were vacant for more than 90 days in the local trade area. Eight percent of residential addresses and 13% of business addresses were vacant for more than 2 years.</p>
<p>Public Amenities and Civic Uses</p>	<p>Titusville Memorial Park is located at the district's eastern end, and Elmwood Cemetery at its western end. The district is home to Birmingham's City Jail.</p>

Table III-6 (cont.)
Titusville District Overview

Merchants' Association	Titusville does not have an active merchant's association.
Transportation	The Titusville district is located along 6 th Avenue South. Average annual daily traffic counts are 21,100 near Titusville Memorial Park and 15,430 at Martin Luther King, Jr. Dr (2006 Alabama DoT). I-65 close to the district's eastern edge, as does a railway corridor. Titusville is served by BJCTA bus routes 4, 48, and the Titusville shuttle.
Parking	Titusville has off-street parking associated with businesses.
Commentary	Titusville's predominant features include the prison and the industrial park on the edge of the district. The prison and its associated businesses and the industrial park may be a barrier to consumer-oriented businesses locating in the district.

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.