

TITUSVILLE

COMMUNITY FRAMEWORK PLAN



EXISTING CONDITIONS

ADOPTED FEBRUARY 04, 2015



Titusville Community Framework Plan: Existing Conditions



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Introduction

1.1 Introduction

The Titusville Community Framework Plan is a subset of the City of Birmingham Comprehensive Plan, adopted in 2013. This plan, covering the Titusville Community, includes the neighborhoods of North Titusville, South Titusville, and Woodland Park. For the purposes of completing this plan, the City of Birmingham has contracted with the Regional Planning Commission of Greater Birmingham (RPCGB) Building Communities Program, which uses a combination of funding from the United States Department of Transportation (USDOT) and a local match from the City.

The objective of this planning effort was development of a comprehensive plan for the Titusville Community that fits seamlessly with other current and future planning efforts. In this regard, RPCGB is working closely with staff throughout the City, community leaders, and regional stakeholders to ensure a meaningful and deliberate planning process. In accordance with this goal, RPCGB is leading a series of public community meetings throughout the Titusville Community to ensure a high level of community input and guidance for the final plan.

This document, Existing Conditions, will outline several facets of the planning effort completed to this point, including analysis of demographic information, education, parks and recreation, land use, economics and business, health, and transportation and infrastructure. Using the results of these analyses, RPCGB will derive plans, processes, and projects that should be implemented to improve the quality of life for those in the Titusville Community, while simultaneously improving the Community's prospects for new residents and business development in the future. These ideas will be addressed in the Final Plan Document.

1.2 Planning Area Location

The Titusville Community is located immediately west of downtown Birmingham and the Southside Community, separated from Downtown by Interstate 65 and an active freight rail line, the Louisiana and Nashville Railroad. To the north of the community, across another active freight rail line - the Alabama Great Southern Railroad - is the community of Smithfield; while to the west is Elmwood Cemetery and the West End Community. Meeting at its extreme southwest edge is the Southwest Community. Featuring three neighborhoods: North Titusville, South Titusville, and Woodland Park; the Titusville Community features a significant mix of land-uses and building conditions. See Figure 1.1.

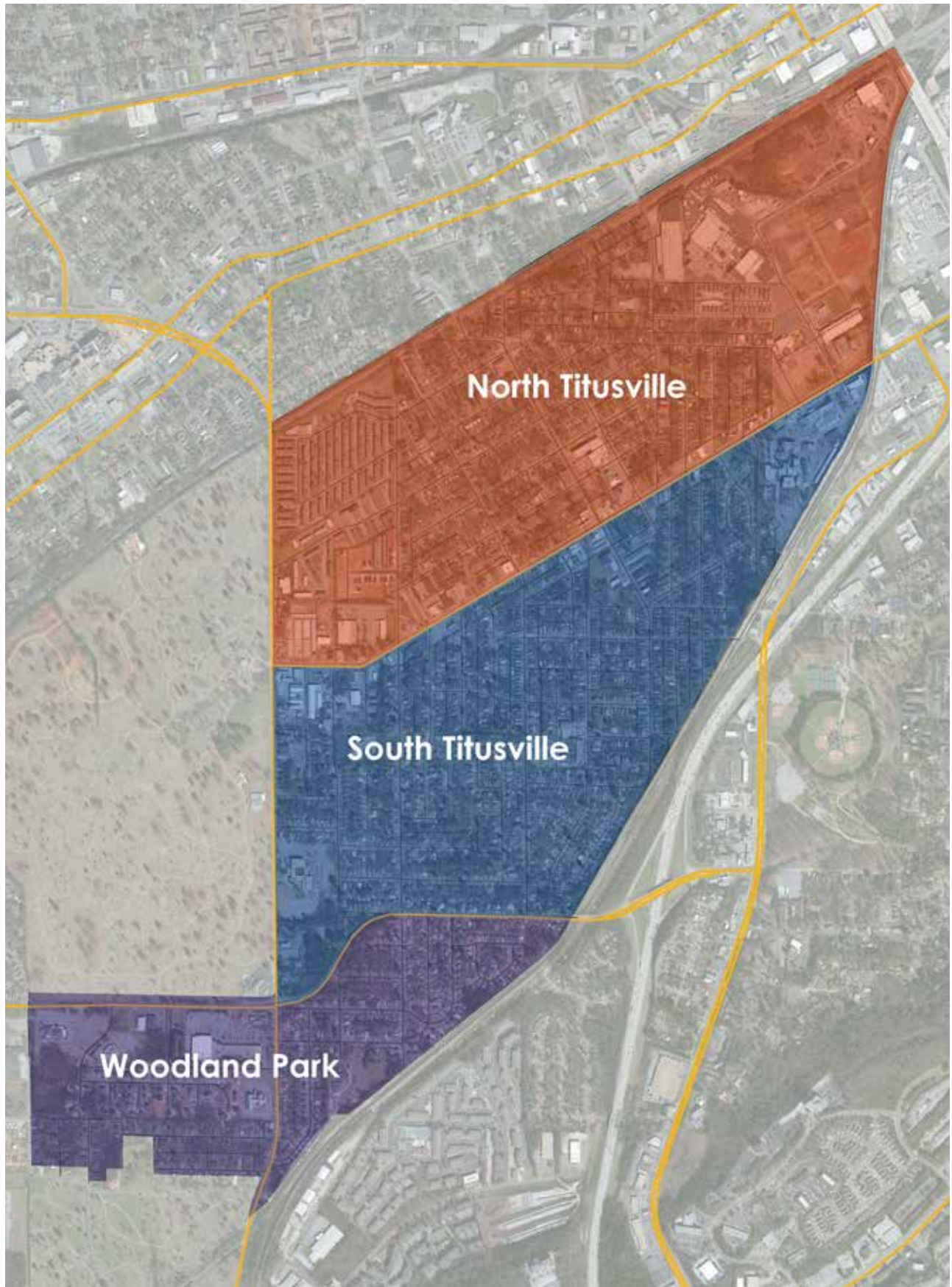
1.2.1 North Titusville

North Titusville consists of the area north of 6th Avenue South and Southwest, and includes the largest diversity of land uses. This neighborhood features the Titusville Community's only active public school, largest park, and the Loveman Village public housing development, as well as a significant number of businesses catering to the needs of Elmwood Cemetery.

1.2.2 South Titusville

More purely residential in nature than North Titusville, South Titusville lies south of 6th Avenue South and Southwest but north of Green Springs Avenue. The neighborhood includes the Birmingham City Jail at its far northeastern corner, and Sixth Avenue Baptist Church, a major cultural institution for the region.

Figure 1.1: Titusville Study Area Map



1.2.3 Woodland Park

Stretching horizontally along the southern end of Titusville, Woodland Park is nearly all residential, excepting the Heritage Town Center development and some churches. With no multifamily housing, Woodland Park is low density, and features a mix of mid-century single-story homes mostly in excellent condition. Lying in the middle of the neighborhood is the Heritage Center homes, the largest and newest housing in Titusville. However, the far southwest corner of the neighborhood features extremely different conditions, with high vacancy and poor housing conditions.

1.3 Historic & Modern Titusville

Titusville has been a prominent African-American community since the early days of Birmingham. Founded by freed slaves following the Civil War, Titusville established itself as a center of wholesaling and manufacturing, and featured one of the first steel blast furnaces in the region. This growth led to the development of the first airport in Birmingham, located on the current Loveman Village development, and helped turn Memorial Park into the Negro League's Birmingham Black Barons training facility, which saw the likes of Satchel Paige and Willie Mays on its ballfields.

Willie Mays



Wallace Rayfield



Dr. Martin Luther King Jr.



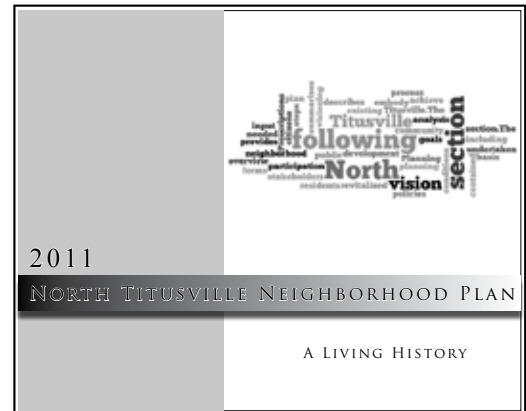
Also known as South Elyton until the 1970s, Titusville was the home of many important local leaders, including renowned architect Wallace Rayfield and was the childhood home of former U.S. Secretary of State Condoleezza Rice. The community played a significant role in the Birmingham Civil Rights Movement, lobbying for equitable community resources and equal opportunity for all races.

Today, Titusville is entering an era of significant change. Elderly populations, many of whom have lived in Titusville for decades, will in the near future give way to an unknown market. Titusville's prime location and central location should prove invaluable as the community moves forward. With aging infrastructure however, significant investment will be necessary both within the community and throughout the city if Titusville is to once again thrive.

1.4 Previous Planning Efforts

The North Titusville Neighborhood Plan was developed in 2011 by the RPCGB for the North Titusville neighborhood. The Plan identified block-by-block strategies for assessing, acquiring and redeveloping blighted properties throughout the neighborhood. In addition to providing strategies for blight reduction and redevelopment, the Plan offered recommendations for improving pedestrian mobility and increasing educational attainment.

The Plan, at the request of the City, has been expanded to include the other two neighborhoods - South Titusville and Woodland Park - as part of the Titusville Community Framework Plan.



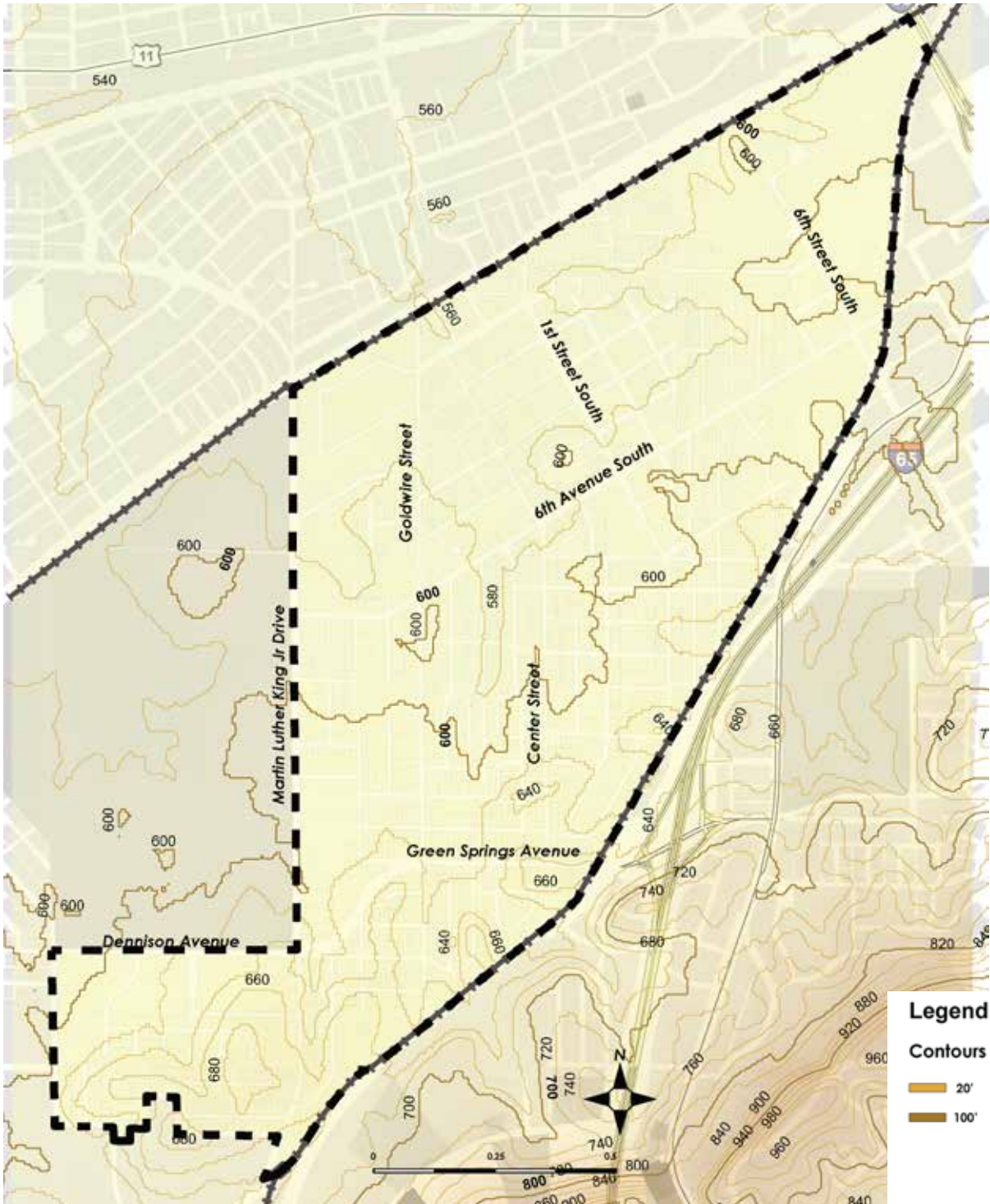
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Natural Features

2.1. Topography

With a slope of less than five percent going from northeast to southwest, Titusville's terrain is primarily characterized by flat lands. The community's lowest elevations (about 560 ft. above sea level) are located in the North Titusville neighborhood, while its highest (approx. 690 ft. above sea level) are in the Woodland Park neighborhood. Though flat lands are well suited for various types of developments, they are also susceptible to flooding due to lacking natural drainage.

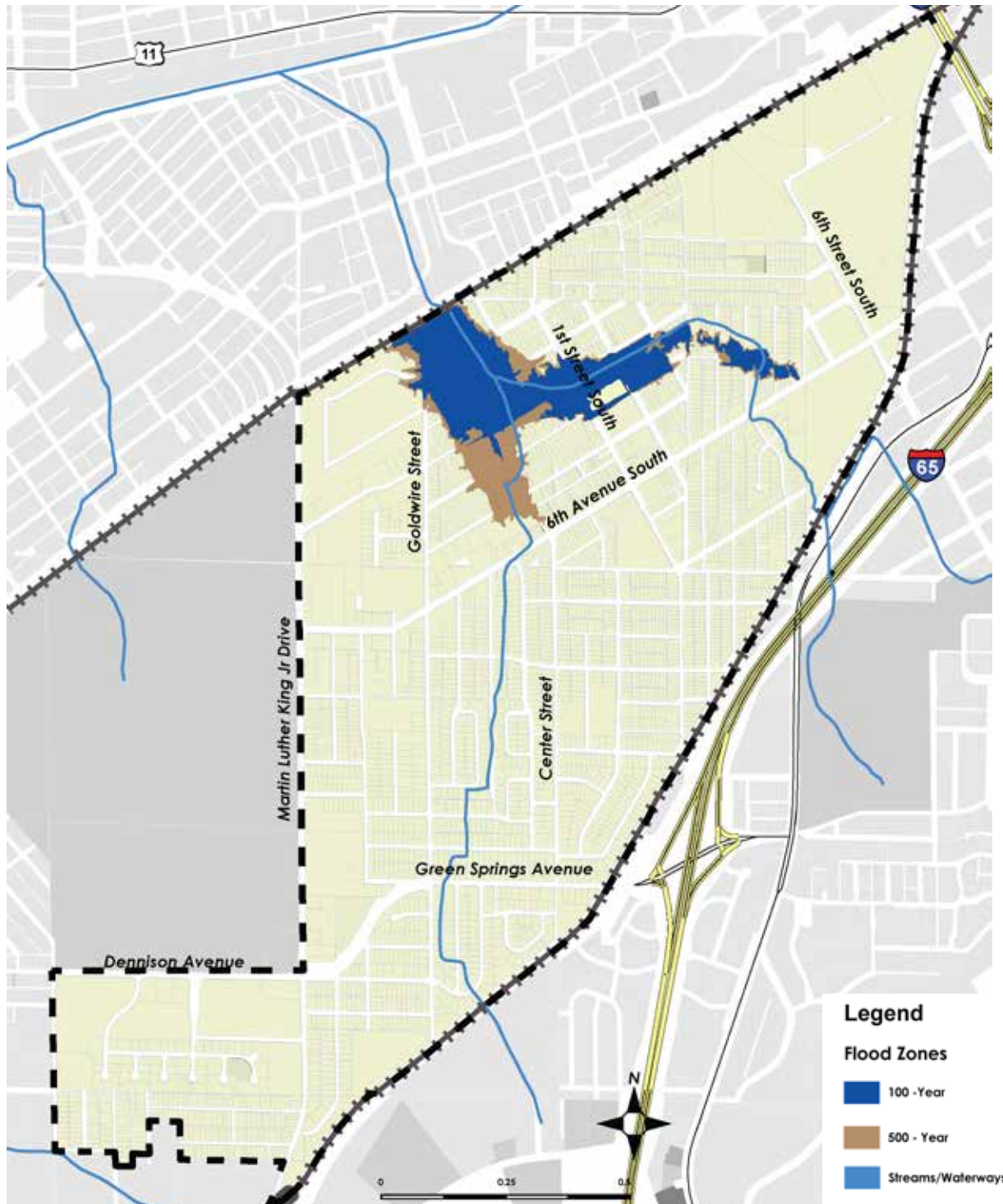
Figure 2.1: Topography Map



2.2. Streams and Floodplains

The Titusville Community consists of intermittent creeks that are tributaries of Valley Creek. Though covered, these creeks cause flooding during heavy rains. The areas that are prone to inundation by 1%-annual-chance flood hazard are referred to as 100-year flood zones and are designated by the Federal Emergency Management Agency (FEMA). Lands susceptible to inundation by 0.2%-annual-chance shallow flood hazard are referred to as 500-year flood zones.

Figure 2.2: Streams & Floodplains Map



3

Land Uses & Property Conditions

3.1 Land Use and Zoning

The function and allocation of various land uses can encourage growth and development patterns that define a community. In addition to shaping the form of a community, land use also impacts and is impacted by the transportation and utility infrastructure, as well as community facilities, needed to support a community. Land use is regulated by zoning, which also dictates the level of permissible density for each land use. This section contains an analysis of Titusville's existing land use.

3.1.1 Existing Land Use

The existing land use represents the data collected by the RPCGB during the inventory of the community's land use and property conditions. The inventory was conducted parcel-by-parcel throughout the entire community to accurately determine the present use of each property, identify discrepancies with the City's land use map, discern the levels of density for multi-family uses and provide a detailed analysis of the community's property conditions. The land uses were categorized by the following: Heavy Industrial, Institutional, Light Industrial & Warehouse, Multi-Family (2, 5, 10 units), Office, Other, Parks and Open Space, Retail & Wholesale, Rights-of-Way, Single Family, Transportation and Vacant (see Table 3.1).

Table 3.1: Land Use Descriptions

LAND USE	DESCRIPTION
Heavy Industrial	Raw materials and/or goods are processed and/or produced at a high intensity
Institutional	Public or private facilities serving healthcare, education, safety and/or worship
Light Industrial & Warehouse	Raw materials and/or good are stored, repaired and/or serviced
Multi-Family, 2 units	2 to 4 residential units on a parcel
Multi-Family, 5 units	5 to 9 residential units on a parcel
Multi-Family, 10 units	10 or more residential units on a parcel
Office	Commercial services are provided, but no sales tax is assessed
Other	Any undetermined use or combination of identifiable uses on a single
Parks and Open Space	Public or private facilities intended for recreation
Retail & Wholesale	Commercial goods and services are provided and sales tax is charged
Rights-of-Way	Streets, alleys, train tracks and other public easements
Single Family	1 residential unit on a parcel
Transportation	Parking lots and/or structures that are the primary use on a parcel
Vacant	No current use

The vast majority of land in Titusville is used for residential dwellings, with single family dwellings constituting 34.6% of the land use and multi-family (2+ units) constituting 7.8%. Rights-of-way, at approximately 23%, account for the second-largest acreage, while vacant (14.1%) and institutional (10.1%) uses comprise the third and fourth most prevalent land uses, respectively (see Table 3.2). Collectively, land that is used for commercial and office makes up less than 5% of the land use, and is primarily concentrated along 6th Avenue South and Dennison Avenue SW (Heritage Town Center). Approximately 4% of the land in Titusville is used for light industrial/warehouse. As indicated in Figure 3.1, these areas are located along 6th Street South and 6th Avenue Southwest.

Figure 3.1: Land Use Map

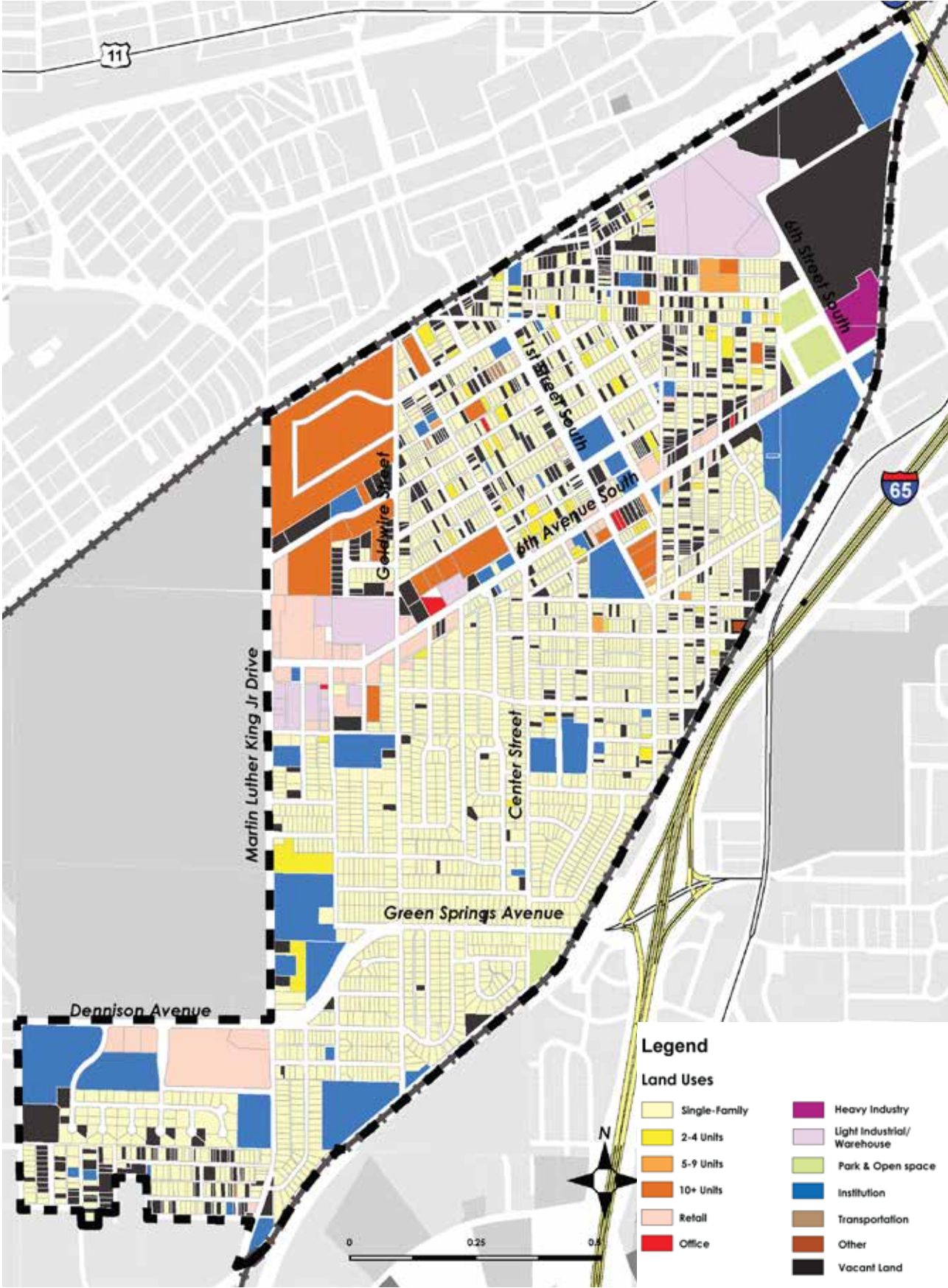


Table 3.2: Land Use by Acres and Parcels

LAND USE	ACRES	% of TOTAL ACRES	PARCELS	% of TOTAL PARCELS
Heavy Industrial	6.07	0.6%	2	0.1%
Institutional	103.33	10.1%	51	1.7%
Light Industrial & Warehouse	40.47	4.0%	17	0.6%
Multi-Family, 2 - 4 units	16.32	1.6%	62	2.0%
Multi-Family, 5 - 9 units	11.17	1.1%	19	0.6%
Multi-Family, 10+ units	52.11	5.1%	21	0.7%
Office	7.92	0.8%	7	0.2%
Other	0.45	0.0%	3	0.1%
Parks/ Open Space	8.42	0.8%	4	0.1%
Retail & Wholesale	39.49	3.9%	60	2.0%
Rights-of-Way	235.21	23.1%	n/a	n/a
Single Family	353.34	34.6%	2242	72.7%
Transportation	1.39	0.1%	11	0.4%
Vacant	144.31	14.1%	585	19.0%
TOTAL	1020	100%	3084	100%

3.1.2 Zoning

Most of the land in Titusville falls within one of the residential zoning classifications. Land zoned for commercial, office and industrial are located along 6th Avenue South, Dennison Avenue SW and 6th Street South. Figure 3.2 depicts the zoning classifications in Titusville.

3.2 Property Condition

One of the problems plaguing the Titusville community is blighted properties. These properties pose health and safety risks, attract criminal activities, and depress property values in the community. Additionally, these properties impose a burden on the City’s resources, requiring additional maintenance, police, and fire services. In order to assess the level of blight and devise appropriate recommendations and corresponding implementation strategies, a parcel-by-parcel survey was conducted. The property conditions were broken down into the following categories: Sound-Occupied, Sound-Unoccupied, Deteriorated-Occupied, Deteriorated-Unoccupied, Dilapidated-Occupied, Dilapidated-Unoccupied, Vacant-Maintained, Vacant-Natural and Vacant-Overgrown. A more detailed description of each property condition classification is outlined in Table 3.3 and the areas with severe blight are identified in Figure 3.3 and 3.4.

The data collected from property conditions inventory will assist the City’s Community Development Department (CDD) and the Mayor’s Office of Economic Development (MOED) in identifying and prioritizing properties for development and funds for rehabilitation and renovation. Furthermore, the survey will aid the CDD in assigning properties to be condemned and vacant lots to be cleaned up and maintained, as well as assist the Birmingham Land Bank with prioritizing tax delinquent properties for assembly and acquisition.

Figure 3.2: Zoning Map

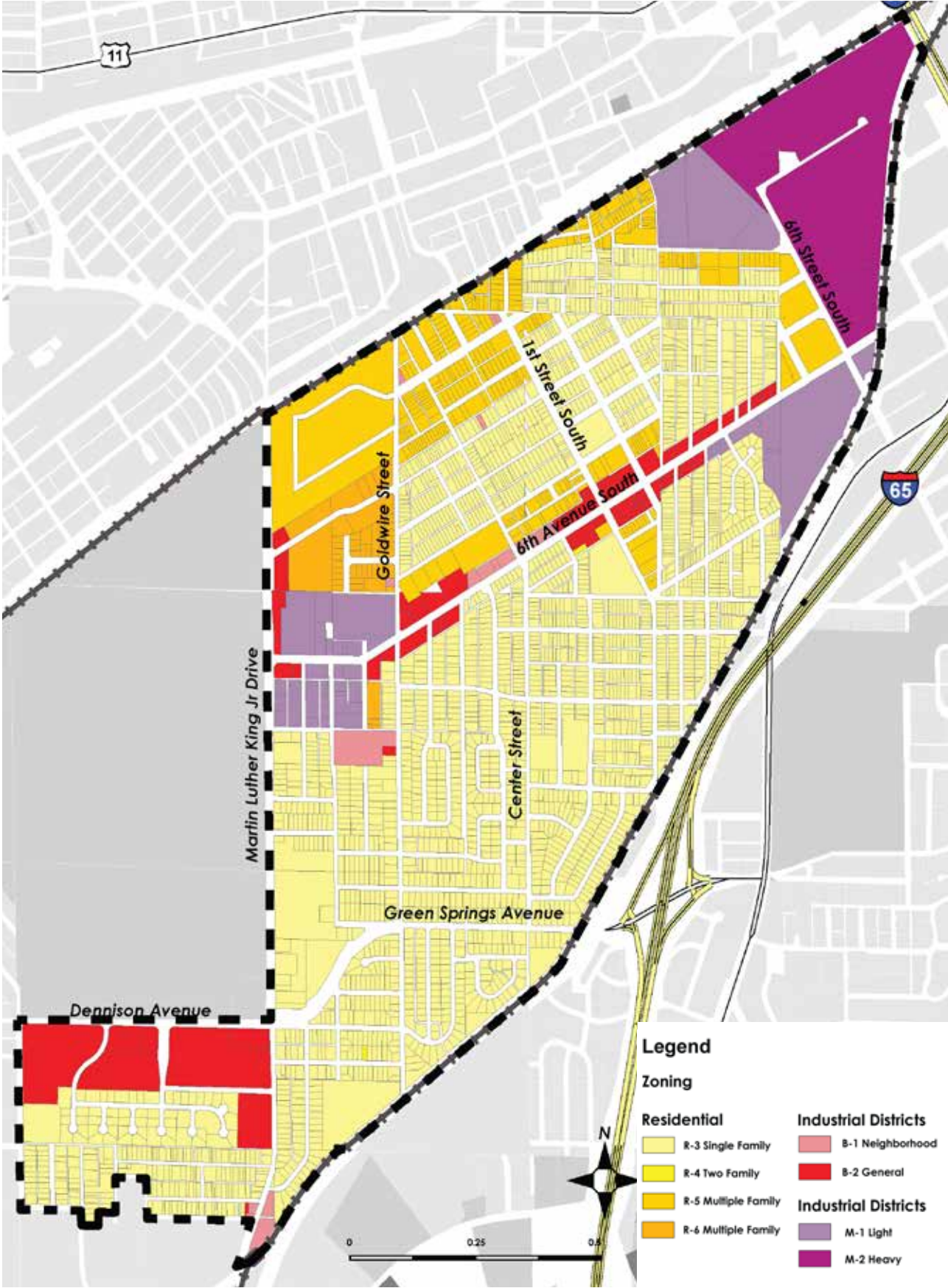


Table 3.3: Property Condition Descriptions









Property Condition Categories		Description
	Sound Occupied	Structurally sound and maintained structure(s). Occupied by tenant/owner.
	Sound Unoccupied	Structurally sound and maintained structure(s). Currently not occupied by tenant/owner, e.g., signs of abandonment and/or for sale/lease signs.
	Deteriorated Occupied	Structurally sound structures in need of minor repairs, renovation, and/or maintenance, e.g., paint on the exterior is peeling off or worn out; Occupied tenant/owner.
	Deteriorated Unoccupied	Structurally sound structures in need of minor repairs, renovation, and/or maintenance, e.g., paint on the exterior is peeling off or worn out. Currently not occupied by tenant/owner, e.g., busted in doors/windows, signs of abandonment, and/or for sale/lease signs.
	Dilapidated Occupied	Structurally damaged structure(s) and/or in need of major repairs, renovation, and/or maintenance, e.g., collapsed or severely bent roof, columns, and/or beams; Occupied by tenant/owner.
	Dilapidated Unoccupied	Structurally damaged structure(s) and/or in need of major repairs, renovation, and/or maintenance, e.g., collapsed or severely bent roof, columns, and/or beams; Currently not occupied by tenant/owner, e.g., busted in doors/windows, signs of abandonment, and/or for sale/lease signs.
	Vacant Maintained	No structure(s) present; No signs of littering and vegetation is maintained, e.g., free trash and grass/bushes are trimmed.
	Vacant Natural	No signs of littering and/or man-made development and vegetation is in its natural state, e.g. wooded area without structures, sidewalks and driveways.
	Vacant Overgrown	No structure(s) present. Litter on-site and/or vegetation is not maintained, e.g., trash present and/or grass/bushes are overgrown.

Figure 3.3: Property Conditions Map

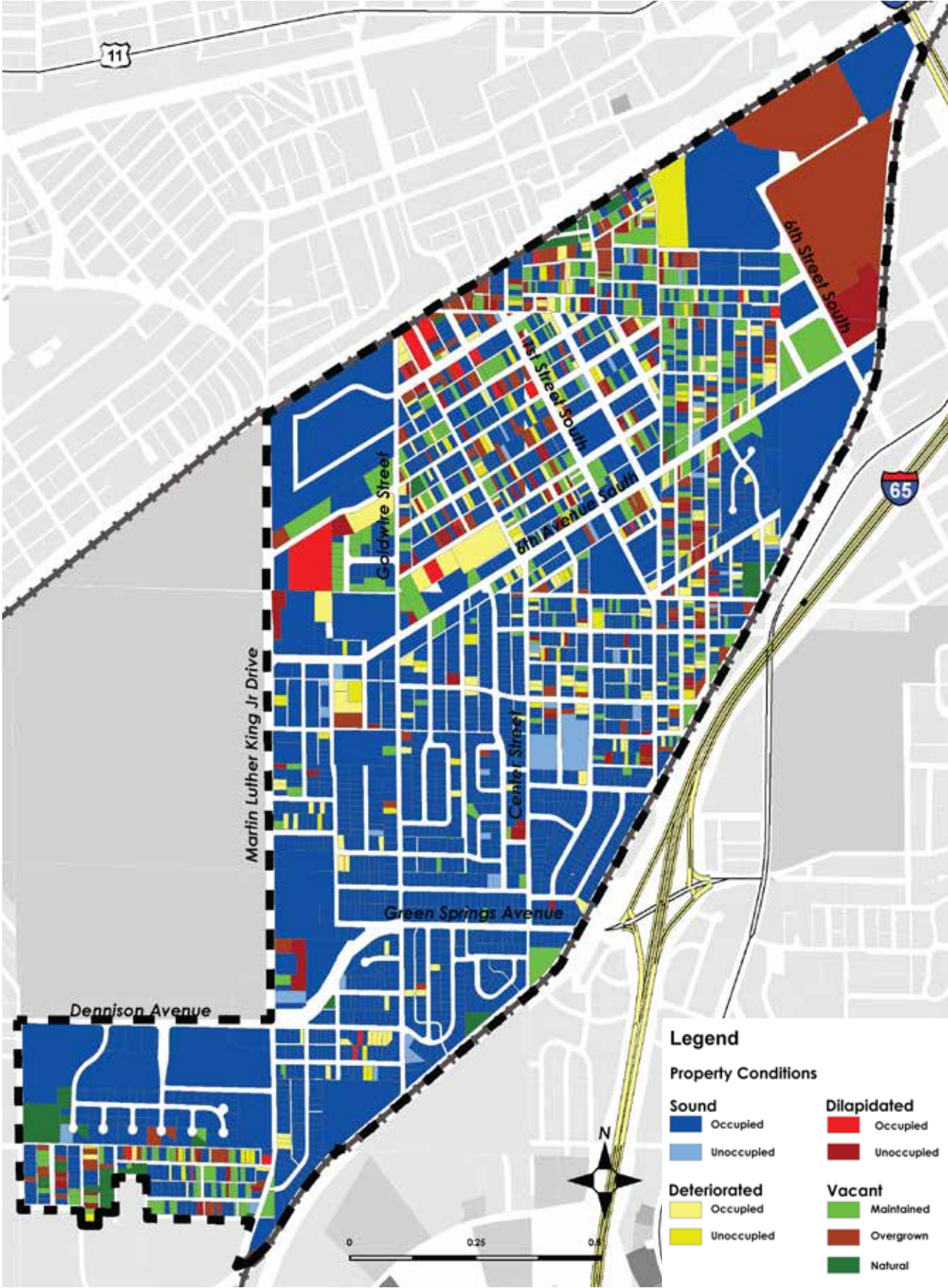
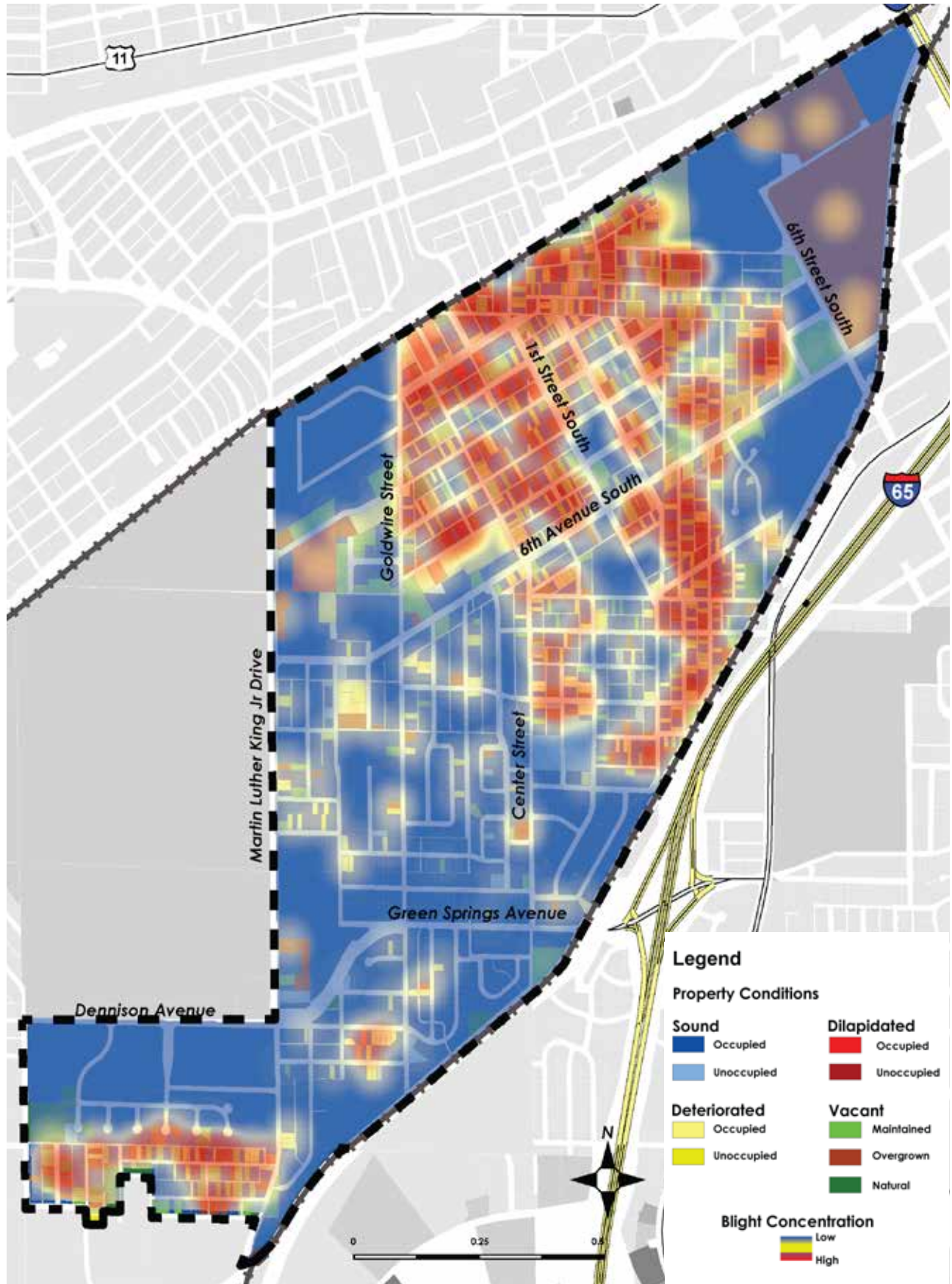


Figure 3.4: Property Conditions and Heat Map



3.1.2 Property Conditions Report

More than two-thirds (67%) of properties are in sound condition. These are concentrated in the central section of the community. Meanwhile, 21% are either in a dilapidated, deteriorated or overgrown state. These properties are prevalent north of 6th Avenue South and west of Martin Luther King Jr. Drive. With regard to use, 16.9% of residential parcels are deteriorated or dilapidated, while 16.4% of commercial parcels are deteriorated or dilapidated.

Table 3.4: Parcel Conditions

PARCEL CONDITIONS	TOTAL	% of TOTAL
Sound	2069	67%
Occupied	2028	98%
Unoccupied	41	2%
Deteriorated	271	9%
Occupied	187	69%
Unoccupied	84	31%
Dilapidated	145	5%
Occupied	24	17%
Unoccupied	121	83%
Maintained	348	11%
Natural	41	1%
Overgrown	210	7%

Table 3.5: Parcel Conditions (with structure) by Land Use

LAND USE	PROPERTY CONDITIONS						
	Total	Sound		Deteriorated		Dilapidated	
		Occup.	Unoccup.	Occup.	Unoccup.	Occup.	Unoccup.
Single Family	2242	82%	1%	7%	3%	1%	5%
Multi-Family (2-10+ units)	102	65%	-	20%	2%	2%	9%
Commercial (Retail & Wholesale and Office)	67	73%	10%	6%	3%	1%	6%
Industrial (Heavy and Light)	19	63%	5%	5%	16%	-	11%
Institutional	51	98%	2%	-	-	-	-

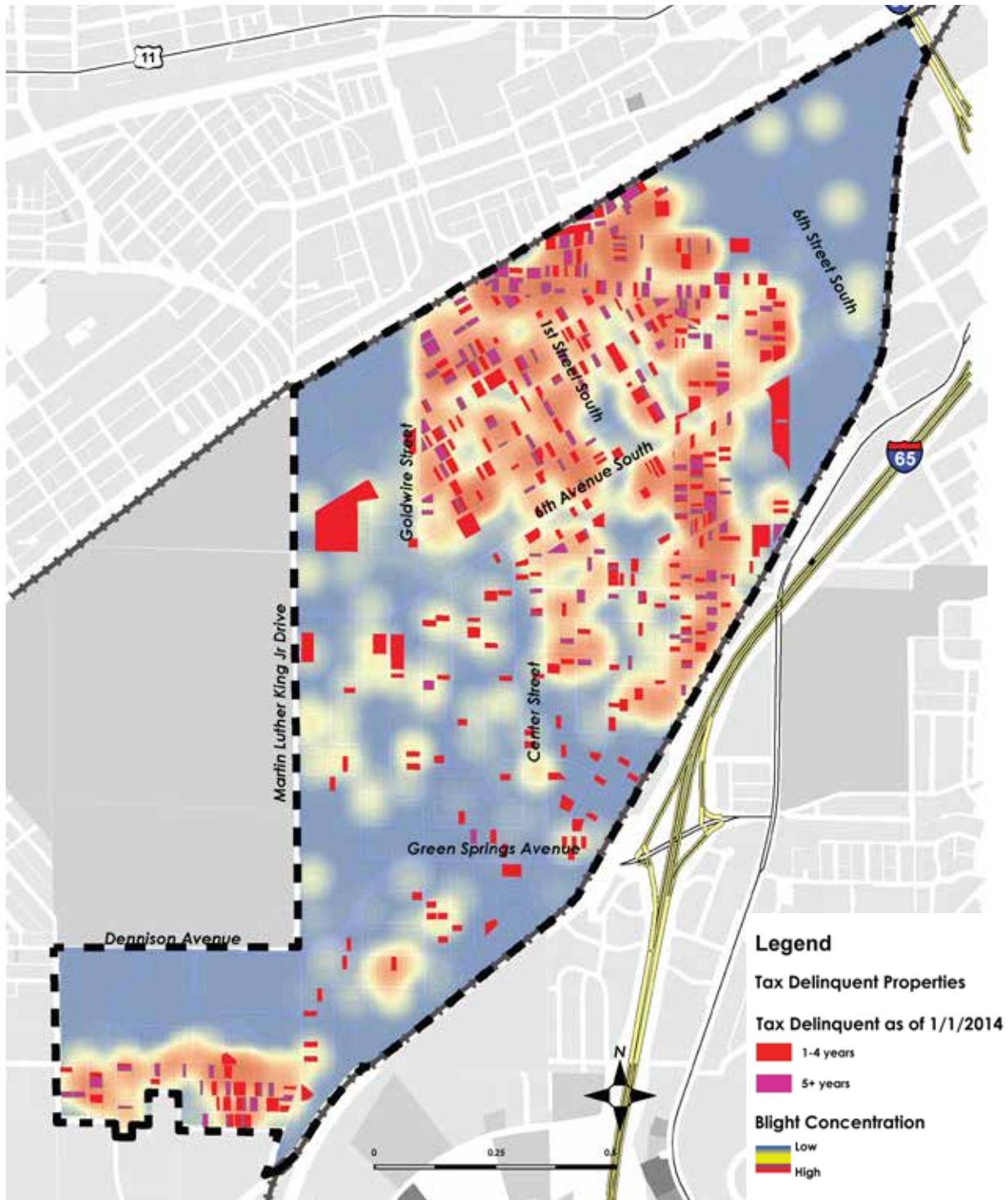
Table 3.6: Parcel Conditions (without structure) by Land Use

LAND USE	PROPERTY CONDITIONS			
	Total	Maintained	Vacant Natural	Overgrown
Parks/Open Space	4	100%	-	-
Transportation	11	100%	-	-
Vacant	585	57%	7%	36%

3.1.3 Tax Delinquency

Significant levels of tax delinquency exist in Titusville, harming the value of nearby properties. With 516 tax delinquent properties, more than 1 in 6 (16%) parcels in Titusville has uncollected taxes. As of January 1, 2014, 200 (38%) of the 500 tax delinquent properties have been tax delinquent for five or more years. Tax delinquency leads to high levels of disrepair of the delinquent and adjacent properties.

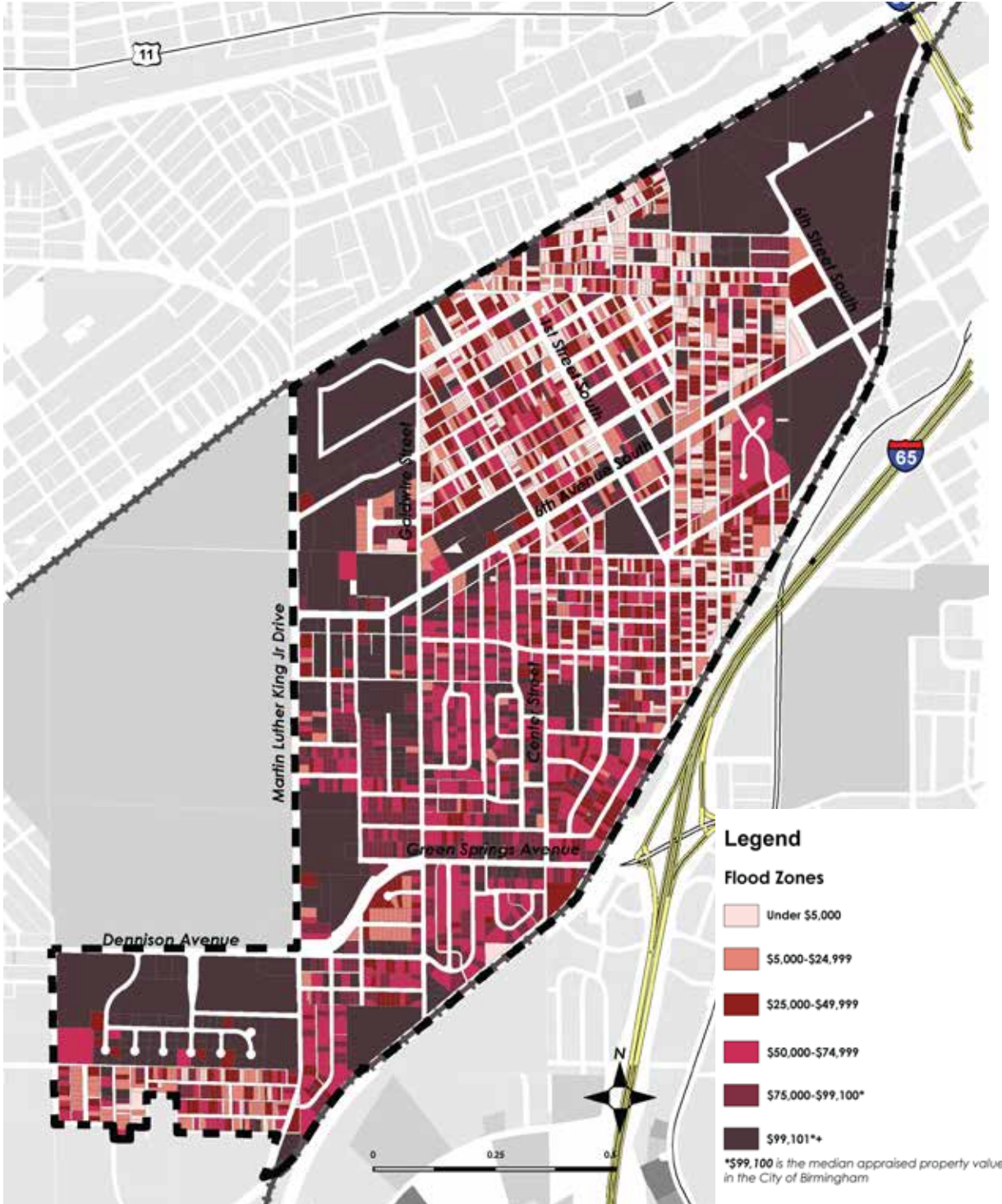
Figure 3.5: Tax Delinquency Map



3.1.4 Appraised Property Values

Property valuation is completed by Jefferson County’s tax assessor and reflects the approximate value of the land and any structure on that land. In Titusville, these values are segmented, with higher-valued properties in the central and southern portions of the neighborhood. However, more than half (51%) of the properties have an appraised value of \$50,000 or less, significantly lower than the City’s median appraised property value of \$99,100.

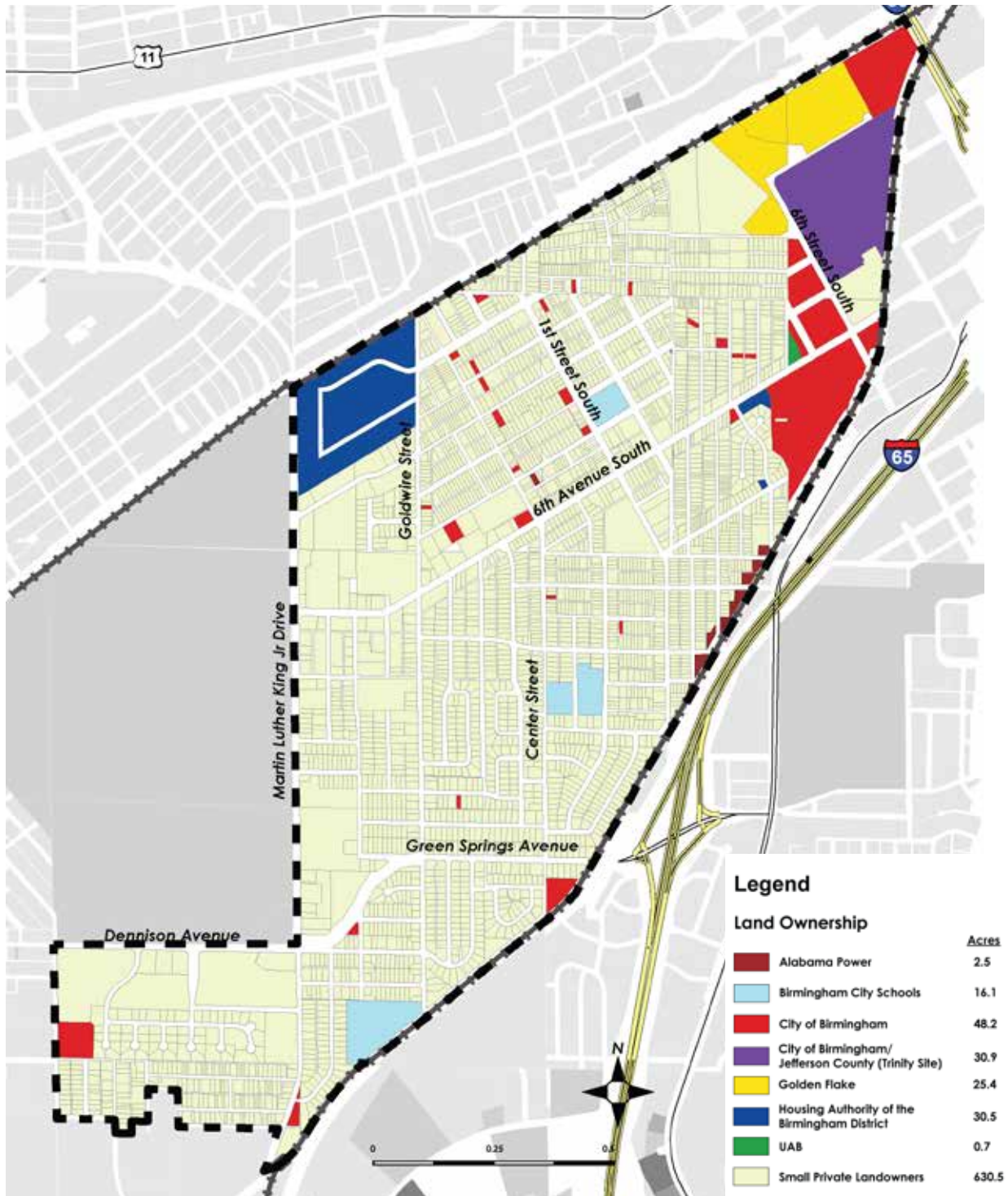
Figure 3.6: Appraised Property Values Map



3.1.5 Land Ownership

Nearly 80% of land (630.5 acres) in North Titusville is controlled by small private landholders. Approximately 16% of land (126.4 acres) is owned by the following public entities: City of Birmingham (48.2 acres), Birmingham City Schools (16.1 acres), City of Birmingham/Jefferson County (30.9 acres), Housing Authority of the Birmingham District (30.5 acres), and UAB (0.7 acres). The remaining land belongs to two major private landholders, Golden Flake (25.4 acres) and Alabama Power (2.5 acres).

Figure 3.7: Land Ownership Map



3.3 Urban Form

The map below shows the urban footprint and development patterns in the Titusville community. The central and some parts of the southern portion of the community show relative stability in these areas, while significant gaps can be observed in the northern portion of the community - indicating a lack of stability and development.

Figure 3.8: Figure-ground Map



3.3 Community Areas

The Titusville Community lies near Downtown Birmingham yet has a highly suburban feel. Significant land is used for one- and two-story single-family homes, religious and public institutions, and roads. Most homes, especially those south of 6th Avenue South, feature garages or carports, large front yards, and limited pedestrian access to amenities. Lacking a defined hub, Titusville's "centers" - based highly on use, rather than location, and streets, rather than intersections - are most important to residents in defining the community.

3.3.1 6th Avenue South and Southwest

Titusville's "Main Street", 6th Avenue stretches the far eastern edge of the community to Elmwood Cemetery at Martin Luther King, Jr. Boulevard. The street, which currently holds five lanes of traffic - one turning lane and four through lanes that encourage speeding - features the Birmingham City Jail, retail stores, the Titusville Library, and the Community's only locally-owned restaurant. Formally a local destination, 6th Avenue is in dire need of an economic and aesthetic revitalization.

Leonard Bar-B-Q



3.3.2 Booker T. Washington K-8 School

The Booker T. Washington K-8 School - one of the cornerstones of the Titusville community for decades - was built in 1908 on the corner of 4th Avenue South and 1st Street South. In 2009, one hundred years after its original construction, the school was rebuilt as \$12 million dollar, two-story structure with state-of-the-art facilities. Today, the school continues to serve as the community's educational hub and pride.

Booker T. Washington K-8 School



3.3.3 Center Street School

Closed in conjunction with the renovation of the Washington K-8 School (Formally Washington Elementary), Center Street School lies in the approximate geographic center of the neighborhood, and features recreational facilities. Prime for reuse, the building is currently being used as temporary location for the Ensley Elementary School.

Center Street School



3.3.4 Memorial Park

Originally the home of the Red Diamond baseball field, where Leroy “Satchel” Paige, Willie Mays and the Birmingham Black Barons practiced, Memorial Park was purchased by the residents of Titusville in 1921 for \$1300 from the Birmingham Board of Education. As one of the oldest parks in Titusville, Memorial Park is steeped in Titusville’s rich history and continues to be the center of recreational and social activities.

Memorial Park



3.3.5 Sixth Avenue Baptist Church

Among the largest churches in Birmingham, Sixth Avenue Baptist has a long history with the Civil Rights Movement. Today, predominantly a church serving a congregation living outside of the community, Sixth Avenue Baptist nonetheless stands as a symbol of community pride, drawing thousands to the church each week.

Sixth Avenue Baptist Church



3.3.6 Heritage Town Center

The only economically vibrant shopping center in Titusville features the community's only grocery store as well as a variety of other stores serving the local population. While still relatively new, this suburban shopping complex features large parking lots but limited pedestrian access.

Heritage Town Center



3.3.7 Trinity Steel Site and Golden Flake

The predominant properties in the far northeast corner of the community are the former Trinity Steel Plant site and Golden Flake snacks factory and distribution center. The former steel site has been remediated to a level suitable for non-residential and residential development. Given its proximity to 6th Avenue South and 6th Street South - Titusville's northeastern gateway - and Downtown Birmingham, redevelopment of this site may be necessary before further development of major scale can be undertaken in the neighborhood. Adjacent to the Trinity Steel Plant is Golden Flake, a large manufacturing facility.

Trinity Steel Plant



Golden Flake



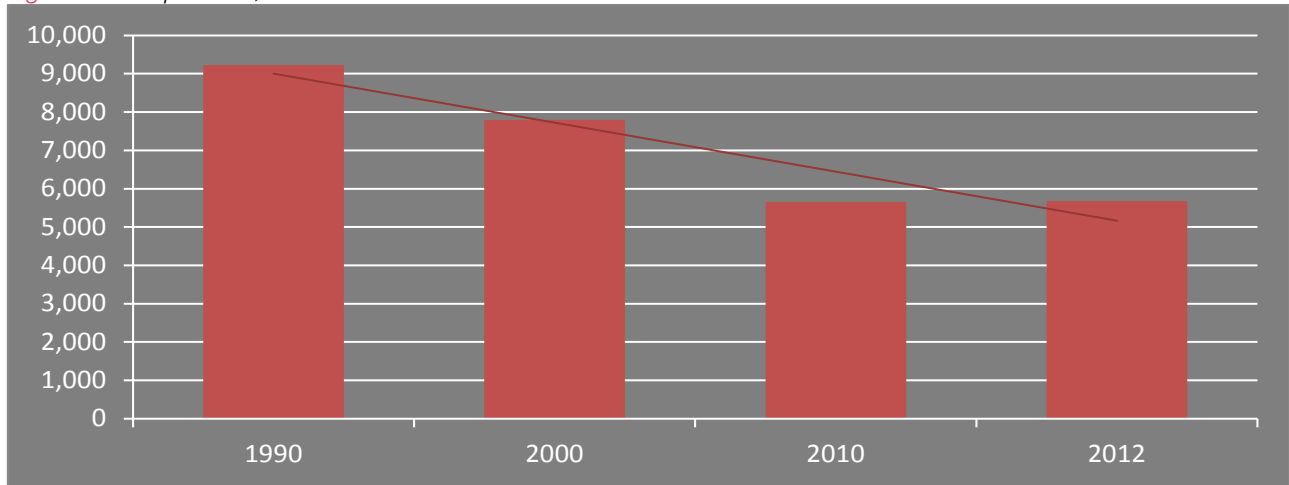
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Demographics

4.1 Population Composition

The Titusville Community has an area of approximately 1.6 square miles. With an estimated residential population of 5,677 living in 2,551 households, there are 3,570 persons per square mile (5.6 per acre). The population has decreased by 27% since 2000. Census figures report an average annual population decrease of 2.3% since 2000, with the largest numeric declines occurring within the Black or African-American residential population and among the school age population.

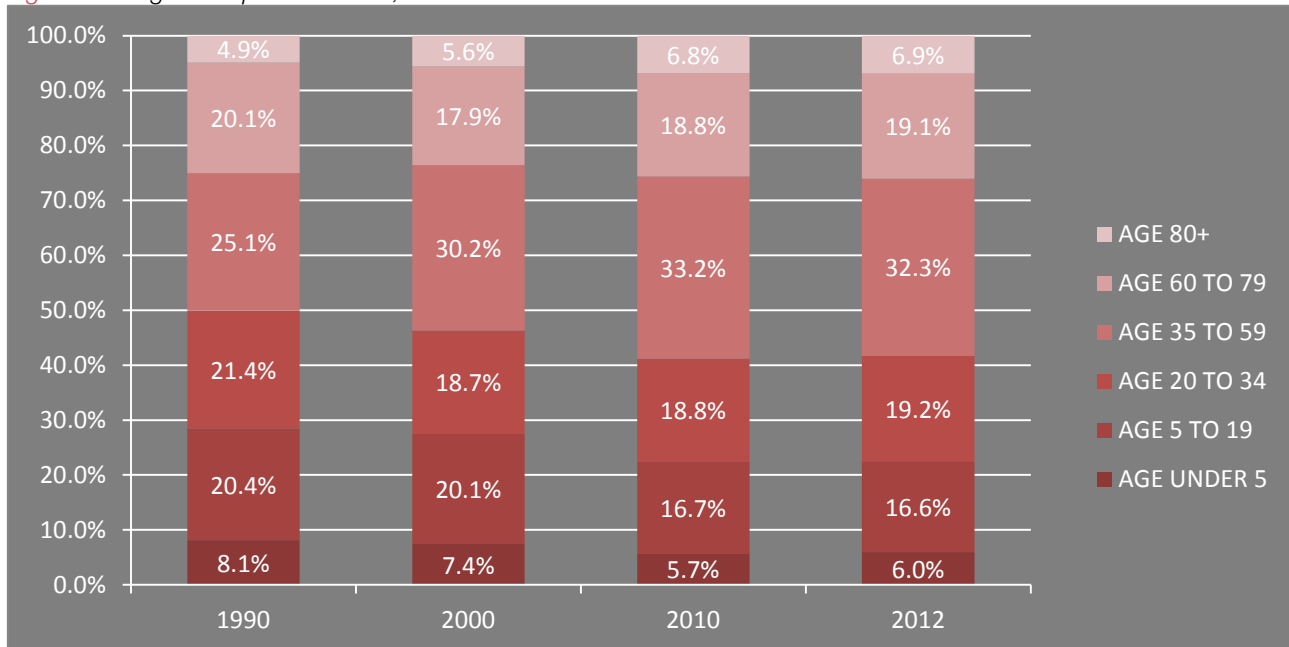
Figure 4.1: Population, 1990-2012



4.1.1 Population by Age Group

The residential population in the Titusville Community has become progressively older over the last several decades. Similar to the City of Birmingham and the nation as a whole, the senior population is growing. As the Baby Boomer population continues to advance in age, their numbers are increasing as well. Persons aged 60 years and older made up 25% of the population in 1990.

Figure 4.2: Age Group Distribution, 1990-2012



By 2012 that percentage had increased to 26% though the total population had dropped by 831 persons. The percentage of residents aged 19 or younger decreased from 28% in 1990 to 23% in 2012, a total decrease of 1,347 young people. The working age population, residents between the ages of 20 to 59 years, has experienced an increase in their percent share, rising from 47% in 1990 to 51% in 2012. While the working age percent share has increased, the overall population has decreased by 1,368 residents. The shifts within these age groups are representative of both national trends and local market dynamics. The current market conditions indicate an increasing percentage of aging and senior populations, and a declining percentage of younger populations. The median age of the community increased from 35.1 in 1990 to 43.3 in 2012. The age group characteristics within the community translate to changing demands on city services and market demands for future goods and services.

4.2 Household Characteristics

Many of the Census-designated family households in the Titusville Community relocated from the community. Between 1990 and 2012, the number of family households decreased by 1,032 (43%), from 2,385 (65%) to 1,353 (53%). Of the family households, married-couple households with children had a notable decrease, dropping from 399 in 1990 to an estimated 101 in 2012, a 75% decrease. Additionally, this housing group made up 17% of all family household types in 1990 but by 2012 it represented just 8% of all family household types. The decrease in married couple households with children also translates to an increasing percentage in single parent households, single spouse households, and multigenerational households where grandparents are taking a larger role raising their grandchildren.

Nonfamily households are making up a larger portion of households in Titusville. These include households consisting of single individuals living alone or with nonrelatives. While the overall number of nonfamily households decreased, their percent share of all households grew from 35% in 1990 to 47% in 2012.

Figure 4.3: Household Characteristics, 1990-2012

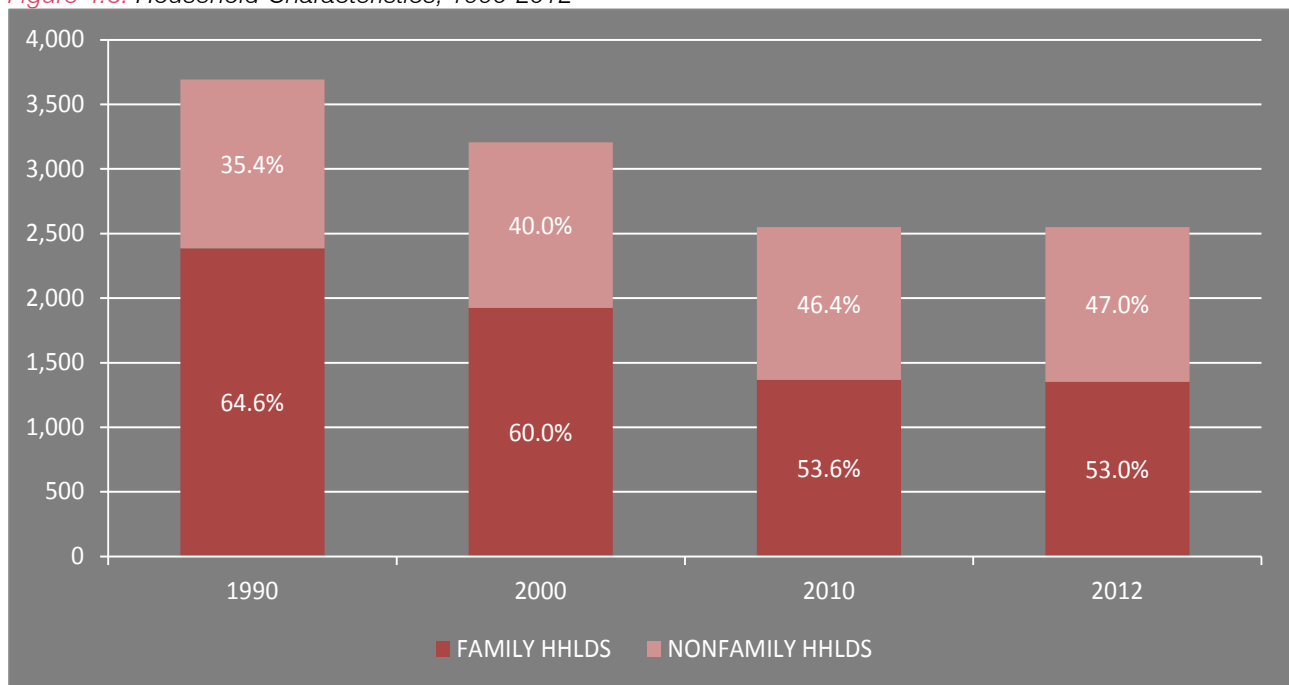
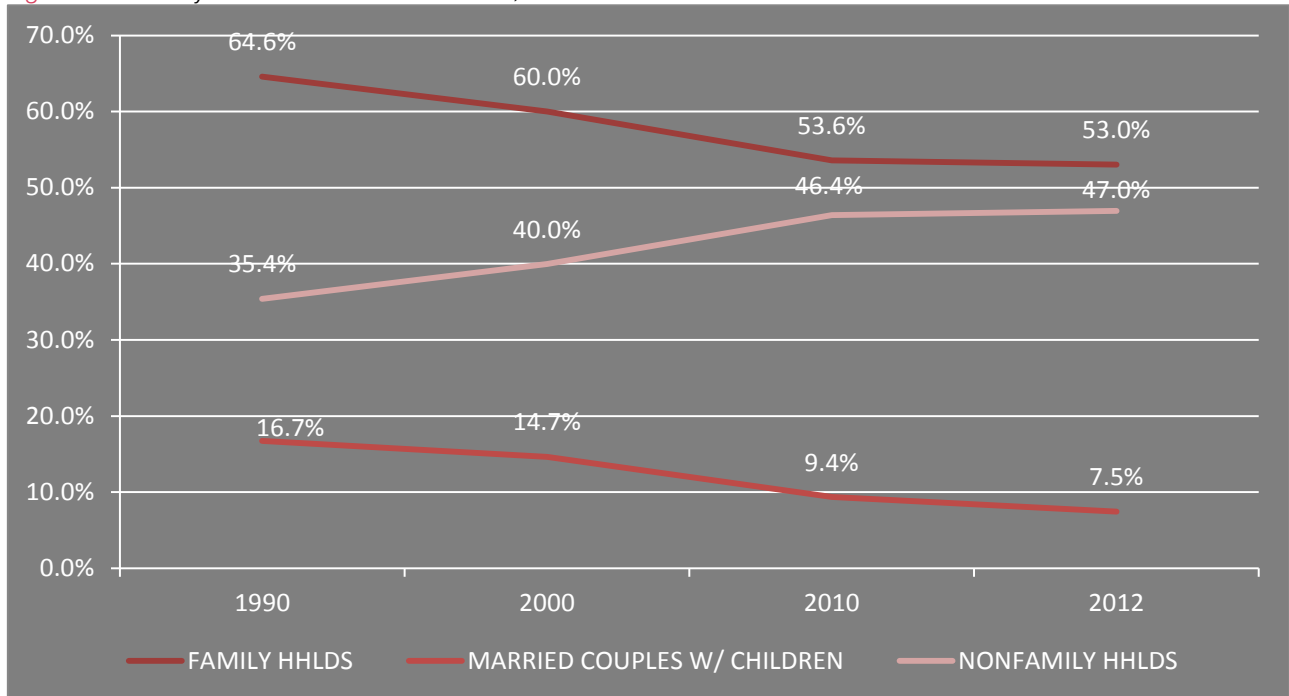


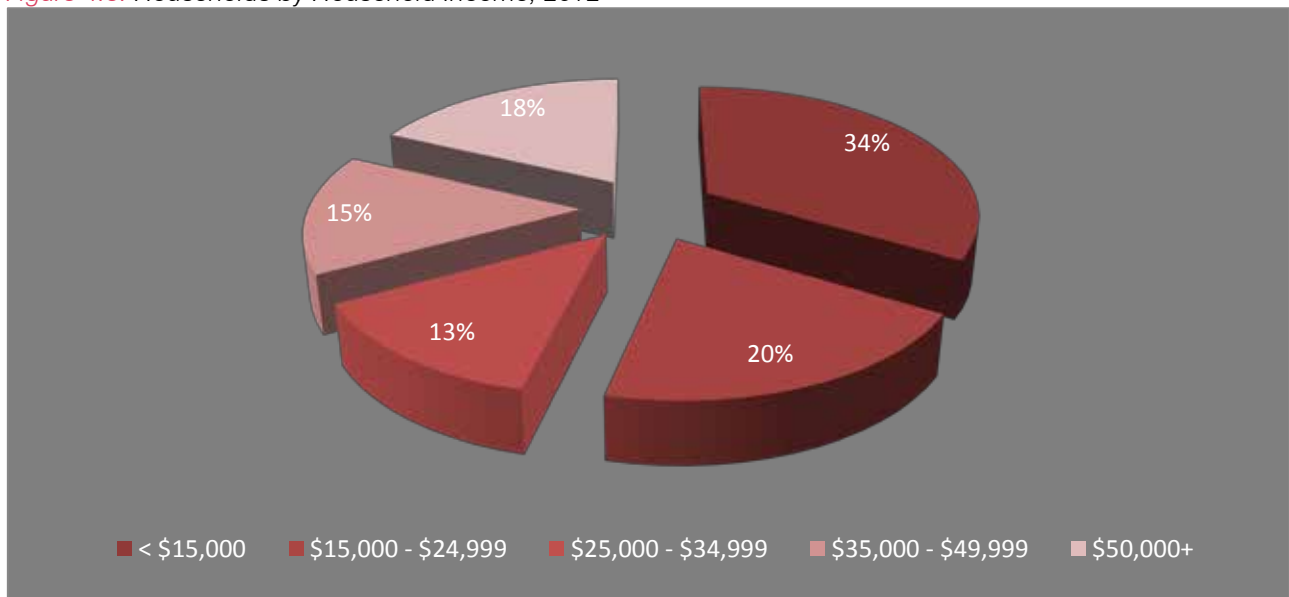
Figure 4.4: Family Household Characteristics, 1990-2012



4.2.1 Household Income

Median household income in the Titusville Community increased from an estimated \$14,381 in 1990 to \$22,418 in 2012, an increase of 56%. While this increase is consistent with general income trends, the increase is somewhat less than that of the county and state. The City of Birmingham as a whole, with a 2012 estimated median household income of \$30,780, is 27% higher than that of Titusville. This is due in part to the lower wage jobs located within the community as well as a disproportionately higher unemployment and poverty rates. When this change is adjusted for inflation, the household incomes in Titusville have seen a decrease, from \$26,627 in 2012 dollars (1990) to \$22,419 in 2012 dollars (2012). This shift illustrates increasing need in the community for public services.

Figure 4.5: Households by Household Income, 2012

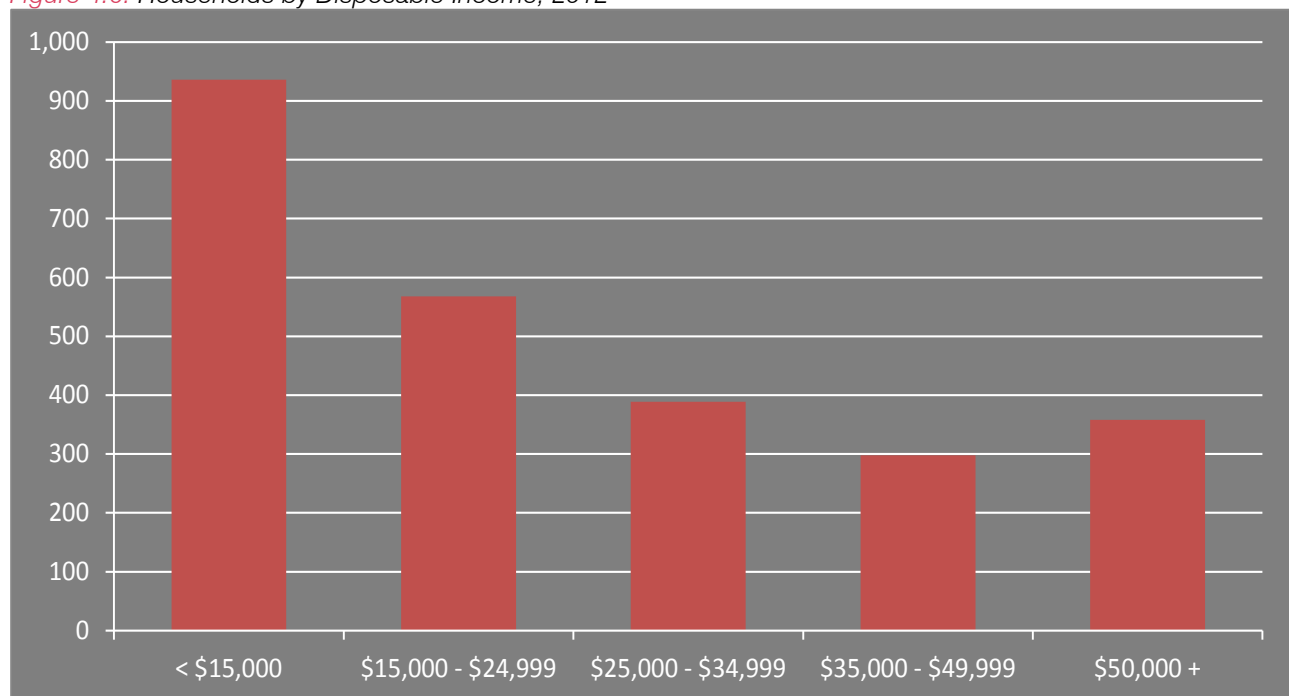


According to 2012 estimates, 54% of all Titusville Community households earn under \$25,000 per year and 82% of all households earn less than \$50,000 per year. The 2012 average income of households in the Titusville Community was estimated at \$35,211 while the average household income for the City of Birmingham was \$45,436. Additionally, it is estimated that nearly 52% of all households are in poverty (earning less than \$19,090 in 2012 for a 3-person household) and 30% of households receive cash public assistance or food stamps/SNAP benefits. Poverty has a negative effect on the economic vitality of a community. Individuals living in poverty are often at risk of adverse consequences such as suffering from poor health and resorting to criminal activity, which result in reduced labor market participation. Poverty impacts the development of skills, abilities, knowledge and habits that are necessary for an active participation in the workforce. Human capital is a fundamental component of economic growth and poverty can work against the development of economic growth by limiting the ability to contribute to the economy.

4.2.2 Household by Disposable Income

Disposable income, also called surplus income, is the amount of household funds available for spending and saving after paying income taxes. The amount of disposable income is an important indicator for the economic health of an area, and it is used to gauge the investment viability of business activity. The amount of income remaining for discretionary spending does not include expenditures on housing, transportation, food, child care, etc., therefore the amount of truly disposable income, whether used for household savings or retail spending, is lower than may be indicated. The 2012 estimated average disposable income in the Titusville Community is \$29,606. By comparison, that of the City of Birmingham is estimated at \$37,488, therefore the typical household in Titusville possesses about 21% less disposable income than the typical household of Birmingham as a whole. With an estimated 50% of disposable income being spent on necessities such as housing, food and transportation, it is clear that many households are living paycheck to paycheck or are struggling. If a household just makes enough money to cover the basic necessities, there is no opportunity for them to develop assets or savings, or invest in their properties or the community.

Figure 4.6: Households by Disposable Income, 2012

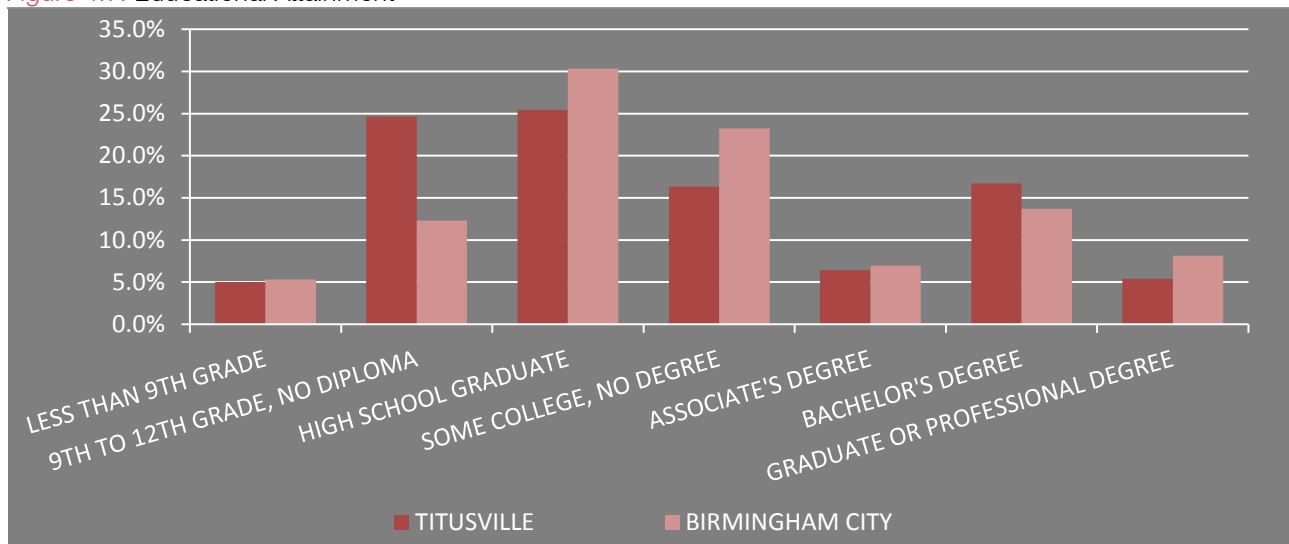


According to 2012 estimates of household disposable income, 37% of Titusville households possessed less than \$15,000 in disposable income, and 59% of households possessed less than \$25,000. Of the 14% of households possessing over \$50,000 in disposable income, the majority are householders between the ages of 55 and 64 years. Additionally, young householders under 25 years and senior householders 75 years and older possess the least amount of disposable income, with 66% and 70% respectively, retaining less than \$15,000 in disposable income.

4.3 Educational Attainment

Education has a direct relationship with the potential earning power of an individual. The education level of a community also affects the labor force quality that is locally available for companies and industries looking to expand or relocate in the area. Approximately 30% of Titusville residents aged 25 and older did not have a high school diploma. In contrast, only 18% of Birmingham residents were without high school diplomas. However, Titusville had a higher percentage (16.7%) of residents with a bachelors degree than Birmingham (13.7%). Overall, Titusville and Birmingham boasted a similar percentage of residents with a college degree, 28.6% for the former and 28.8% for the latter.

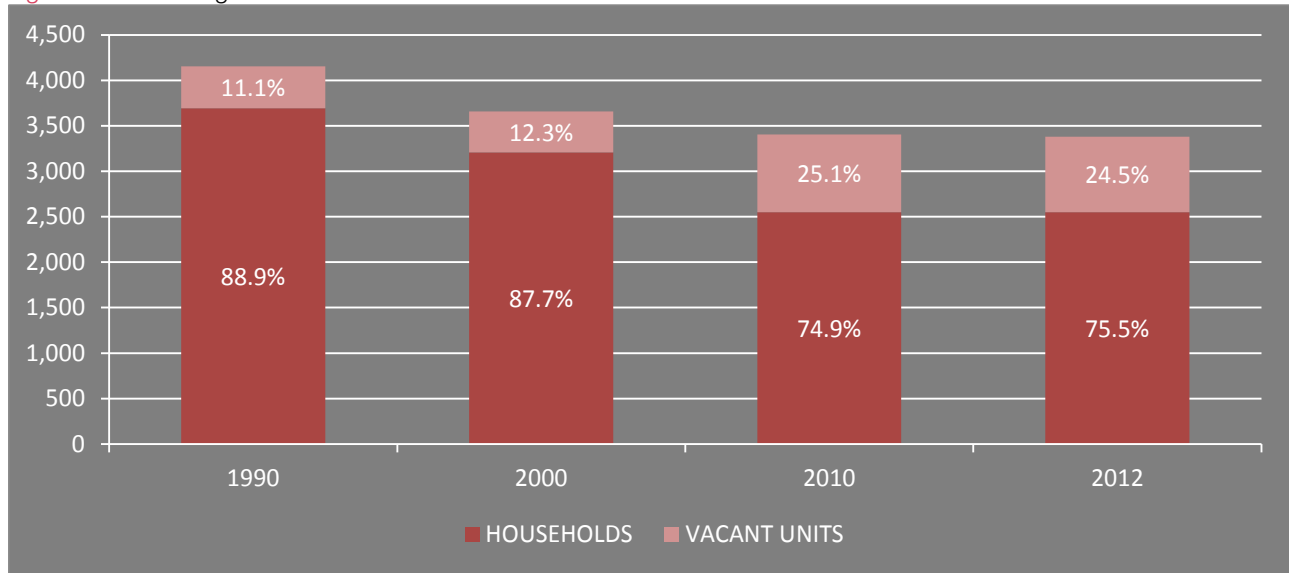
Figure 4.7: Educational Attainment



4.4 Housing Characteristics

The housing characteristics of the Titusville Community have undergone significant changes over the last several decades. The 2012 housing estimates report 3,378 total units with 2,551 occupied units (75.5%) and 827 vacant units (24.5%). Since 1990 the total number of units in the community has decreased from 4,153 to 3,378 units, a decrease of 19%. Occupied units have decreased from 3,693 units in 1990 to 2,551 units in 2012, a decrease of 31%. The majority of the housing units in Titusville Community are over 40 years old. The combination of an older housing stock with depressed property values creates a disincentive to property owners. Weak housing demand has somewhat affected median home property valuations, which are estimated at 93% of that of the City of Birmingham. Median home values in Titusville are estimated at \$93,474 compared to \$100,000 for the City of Birmingham as a whole. There are an estimated 827 (24.5%) vacant housing units and 205 (8.7%) tax delinquent residential properties in Birmingham's Titusville Community.

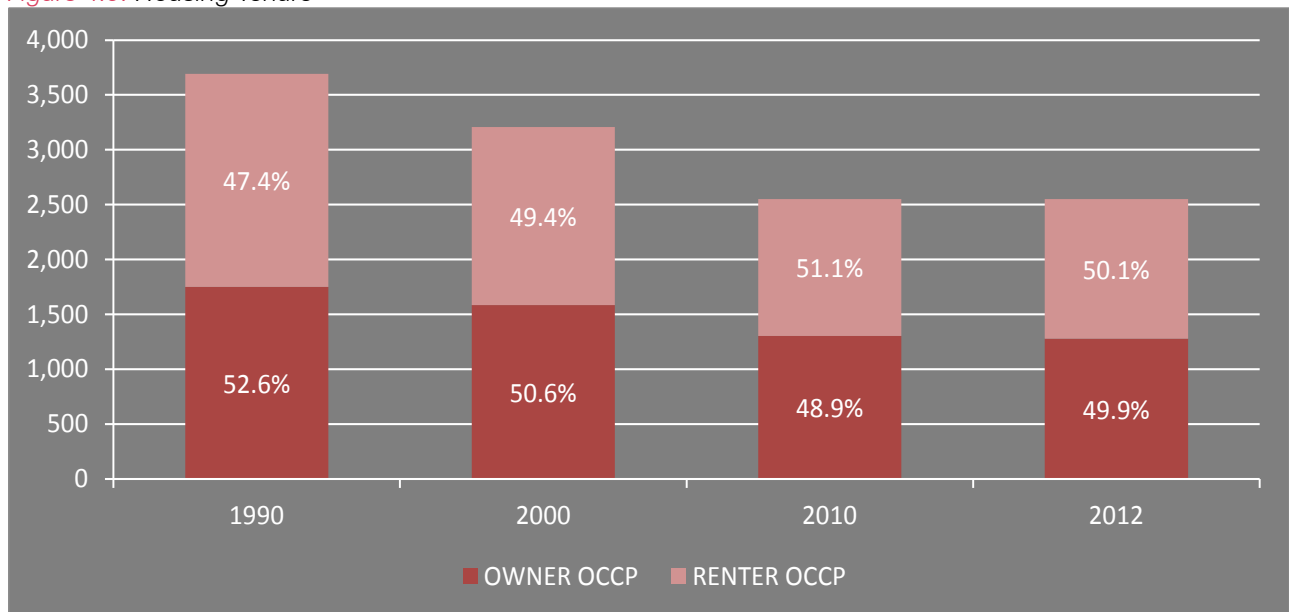
Figure 4.8: Housing Unit Characteristics



4.4.1 Housing Tenure

The majority of the housing market in the Titusville Community consists of single family detached dwellings (62%), with the bulk of the remaining units being multi-unit dwellings found primarily in the Birmingham Housing Authority’s Loveman Village. Several additional apartment buildings and smaller multi-family complexes are found throughout the area as well. Titusville’s residential properties have experienced a slight shift from predominately renter-occupied units to owner-occupied units over the last several decades. According to recent estimates, the number of renter occupied units decreased to 50% by 2012. This decrease in rental occupancy may be due to the abundance of affordable homes throughout the area or a desire of area residents who rent to locate elsewhere. The city’s school closures and consolidations that took place between 2008 and 2011 may have impacted the residential preferences of many, allowing those who rent to move into areas closer to schools thereby increasing the percentage of owner-occupied households.

Figure 4.9: Housing Tenure

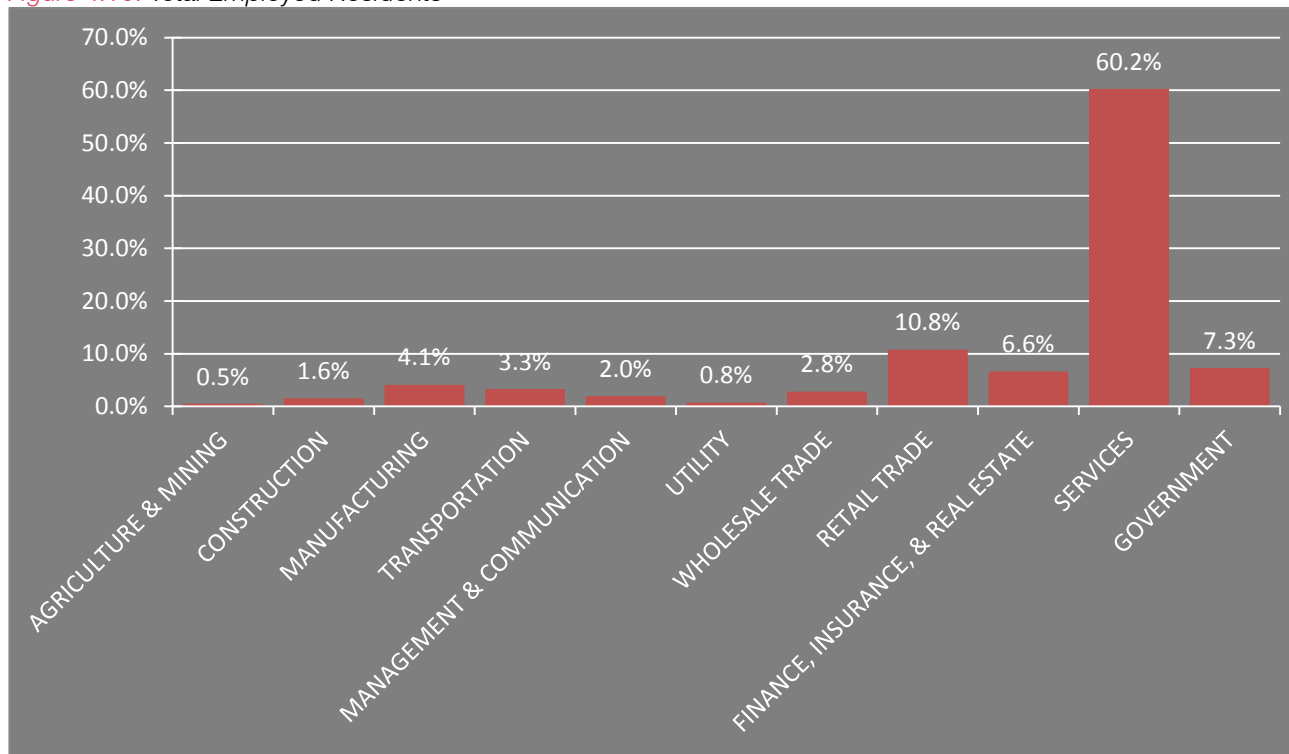


4.5 Employment Profile

The Employment Profile is intended to provide an assessment of the community's existing business and job conditions. This analysis of employment and industry data is necessary to determine the nature of the community's workforce, the job environment, and business diversity. The indicators are discussed and presented in charts and maps, providing a community-wide context for conditions and trends.

According to U.S. Census estimates, the residential labor force in Birmingham's Titusville Community is approximately 2,631 residents. Of those residents in the labor force, 88% are employed and 12% are unemployed. The City of Birmingham's unemployment rate in 2012 was 9%. The majority of employed residents work within the Service Industry (60%), with other concentrations in Retail Trade (11%), Government (7%), and Finance, Insurance & Real Estate (7%). Most employed residents are between the ages of 30 to 54 and earn \$1,251 to \$3,333 per month. Wages and employment numbers are important to residents and businesses alike. Workers rely on a living wage to accommodate the needs of their families, while businesses are interested in paying workers a competitive wage to access and retain skilled labor.

Figure 4.10: Total Employed Residents



4.5.1 Total Jobs

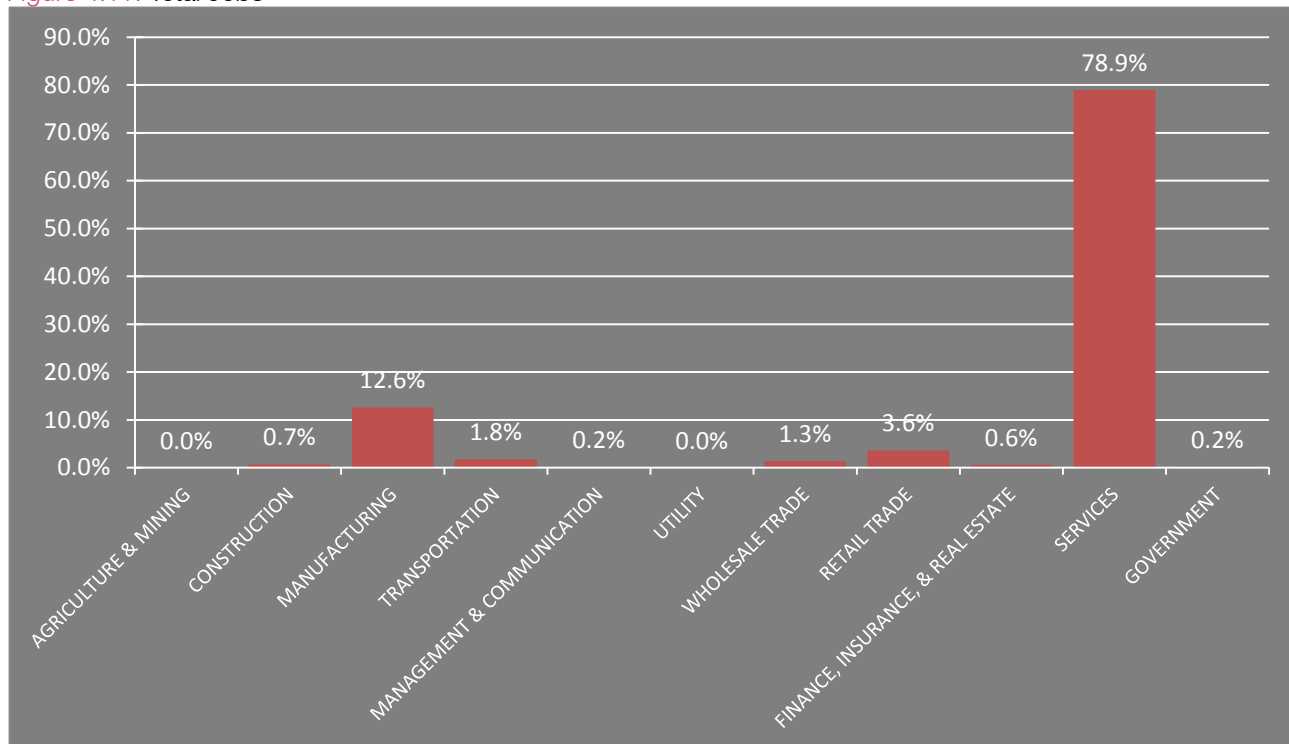
There are approximately 178 businesses in the Titusville Community employing nearly 4,000 people. Service-based establishments make up the largest number of community businesses and provide 79% of the jobs. These jobs are primarily within the Healthcare and Accommodation/Food Services sectors. Manufacturing businesses are the second largest industry providing 13% of the jobs, followed by Retail Trade with 4% of the total jobs. The decrease of businesses follows the decrease of residential population and results in a loss of employment opportunities within the community.

Businesses, particularly those in the retail and service industries, follow the population. The largest employers include the City of Birmingham (1,700 employment), Golden Flake (800 employment), Washington Elementary School (80 employment), McDonald's (56 employment), and Commercial Printing Company (50 employment). Collectively, these five businesses make up 68% of all jobs located in the Titusville Community. The heaviest concentrations of employment are primarily located along the 6th Avenue South corridor.

The number of business locations within the market area appears well distributed throughout the community, with the heaviest concentrations along 6th Avenue South and Dennison Avenue SW (Heritage Town Center). These corridor locations represent 56% of all business locations in the market area and 89% of all market area jobs. These corridor locations also represent the highest concentrations of retail businesses.

An analysis of local commuter data of employment by place of work and employment by place of residence indicates that approximately 17% of employed Titusville Community residents are also working in the Titusville Community. Conversely, 83% of employed residents work outside the Titusville Community. Commuting data indicates that the primary destinations of employed residents outside of the Titusville Community are the Birmingham City Center, the Southside/ Midtown areas, and the Five Points West area. These primary job destinations make up 42% of all employed Titusville Community residents, thus the remaining 41% of employed residents are working elsewhere in Birmingham and Jefferson County.

Figure 4.11: Total Jobs



4.6 Public Safety Report

The prevalence of crime in a community undermines the safety and overall quality of life for its residents as well as hinders any revitalization efforts. In Titusville, crime occurred at almost twice the rate (72.9 offenses per 1000 people) than the City of Birmingham (36.7 offenses per 1000 people). The majority (72%) of crimes were property crimes, which largely consisted of two offenses, larceny-theft (28.3%) and burglary (24.6%). These were also two of the most prevalent offenses, occurring at a rate of 20.6 offenses per 1000 people, for the former, and 18, for the latter. Though the prevailing offenses reported in Titusville were property crimes, aggravated assault, a violent crime, accounted for the third most reported offense (21%), occurring at a rate of 15.3 offenses per 1000 people. In contrast, the City of Birmingham had a lower frequency of aggravated assaults per 1000 people (4.2).

As shown in Figure 4.12, Loveman Village had the highest concentration of crime (37%) in Titusville.

Table 4.1: Public Safety Report, 2013

CRIME CLASSIFICATIONS	OFFENSES	TITUSVILLE ¹		BIRMINGHAM ²	
		Number	Percentage	Number	Percentage
Violent Crimes	Murder	4	1.0%	39	0.5%
	Aggravated Assault	87	21.0%	895	11.4%
	Forcible Rape	3	0.7%	79	1.0%
	Robbery	22	5.3%	455	5.8%
Property Crimes	Burglary	102	24.6%	1942	24.8%
	Larceny-Theft	117	28.3%	3964	50.7%
	Motor Vehicle Theft	77	18.6%	451	5.8%
	Arson	2	0.5%	-	-
Total	All Offenses	414	100%	7825	100.0%

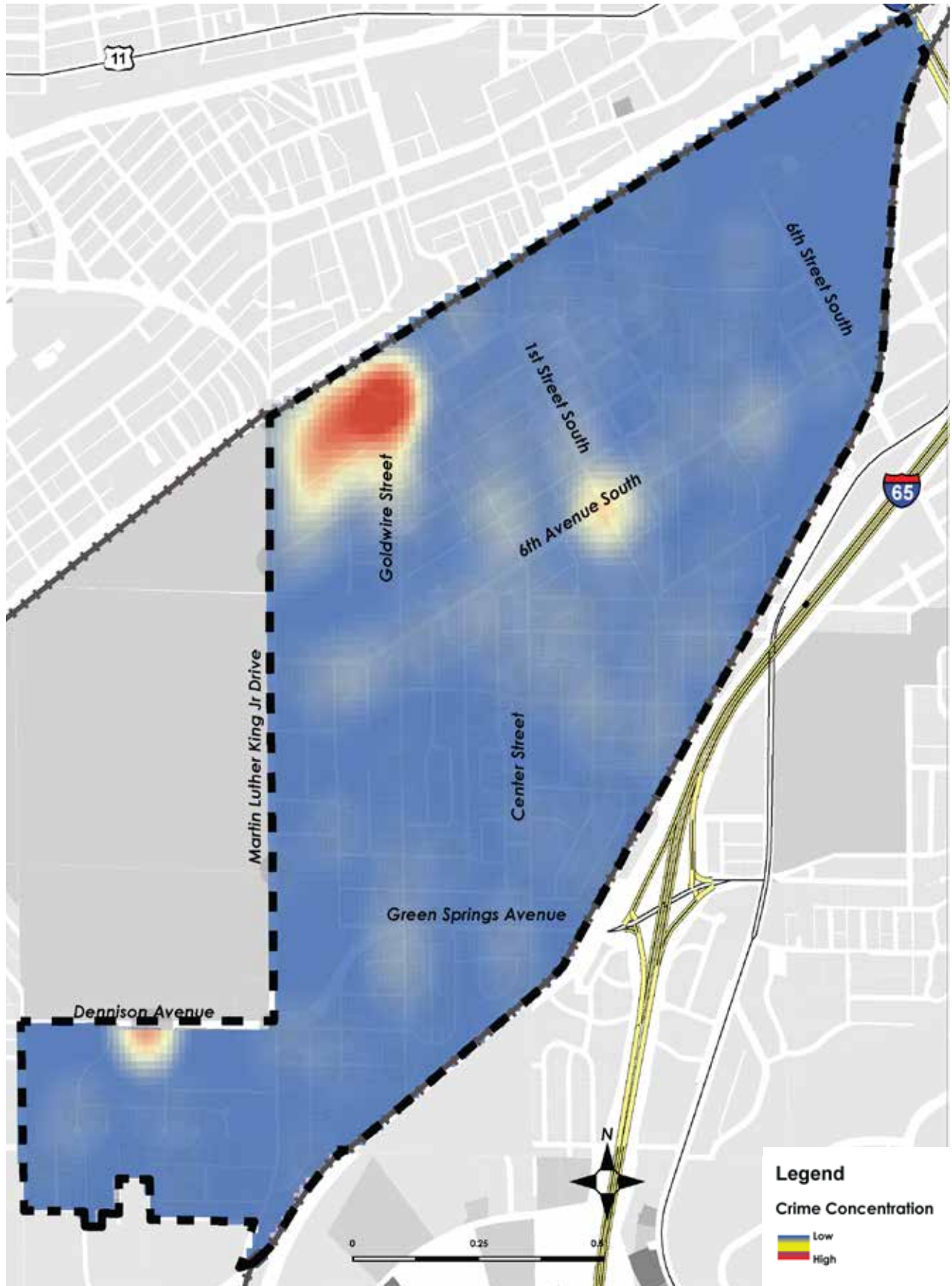
Table 4.2: Public Safety Report by Offense Rates, 2013

CRIME CLASSIFICATIONS	OFFENSES	TITUSVILLE ¹	BIRMINGHAM ²
		(population 5,677) Offense Rates per 1000 People	(population 213,266) Offense Rates per 1000 People
Violent Crimes	Murder	0.7	0.2
	Aggravated Assault	15.3	4.2
	Forcible Rape	0.5	0.4
	Robbery	3.9	2.1
Property Crimes	Burglary	18.0	9.1
	Larceny-Theft	20.6	18.6
	Motor Vehicle Theft	13.6	2.1
	Arson	0.4	-
Total	All Offenses	72.9	36.7

¹(Table 4.1 and 4.2) 2013 data is derived from the City of Birmingham Police Department crime statistics

²(Table 4.1 and 4.2) 2013 data is derived from the FBI Uniform Crime Reports, Offenses Reported to Law Enforcement. The FBI does not publish arson data unless it receives data from either the agency or the state for all 6 months for 2012 and/or 2013

Figure 4.12: Safety Concerns Heat Map



5

Community Facilities and Services

5.1 Community Facilities

The provision of facilities and services for residents of Titusville is important to the redevelopment and growth potential of the community. Assessing the types of resources available to residents will help the City identify areas in which they need to build capacity.

5.1.1 Educational Facilities

The Titusville community is served by one public school, Booker T. Washington K-8 School, and one private school, Our Lady of Fatima Catholic School. The former is owned by the Birmingham Board of Education and had an estimated enrollment of 550 students for the 2013/14 school year. The latter is a K-8 Catholic school operated by Our Lady of Fatima Catholic Church. It had an enrollment of 172 students for the 2013/14 school year.

Another educational resource in the community is the West Center Street Head Start Pre-k Program, which falls under the jurisdiction of the Jefferson County Committee for Economic Opportunity (JCCEO). The program has approximately 200 students and provides pre-kindergarten education and other school readiness services. In addition to the West Center Street Head Start Pre-K Program, Titusville also has the Titusville Branch Library to serve some of the community's educational needs. The library was established in 1957 as the Southside Branch Library and was rebuilt in 1992 along 6th Avenue Southwest. Today the library contains approximately 20,000 volumes.

5.1.2 Parks & Recreational Facilities

The provision of parks and other recreational facilities are essential components to fostering a healthy community and improving the quality of life for residents. In Titusville, there are two parks - Memorial Park and Honeysuckle Hills Park - that serve the recreational needs of the neighborhood (see Figure 5.2).

Indoor recreational space that is available to the public is very scarce in Titusville. Currently, the Memorial Recreation Center is the only operational indoor facility available to the residents of Titusville. The center, located in Memorial Park, consists of two windowless meeting rooms and an indoor basketball court.

5.1.3 Public Safety and Services

The City of Birmingham provides police, fire protection and other public services for the Titusville community. There are two police facilities located within the community. One is an active and responding police substation in the Heritage Town Centre. The other is the Birmingham City Jail, which is part of a larger municipal complex that includes a police maintenance facility, the City of Birmingham Public Works, and the City of Birmingham Traffic Engineering Sign and Paint Shop. The community is also home to the Birmingham City of Street Department. Although no fire stations sit within Titusville, several stations are located within a half-mile of the community, as shown on Figure 5.1.

Figure 5.1: Community Facilities Map

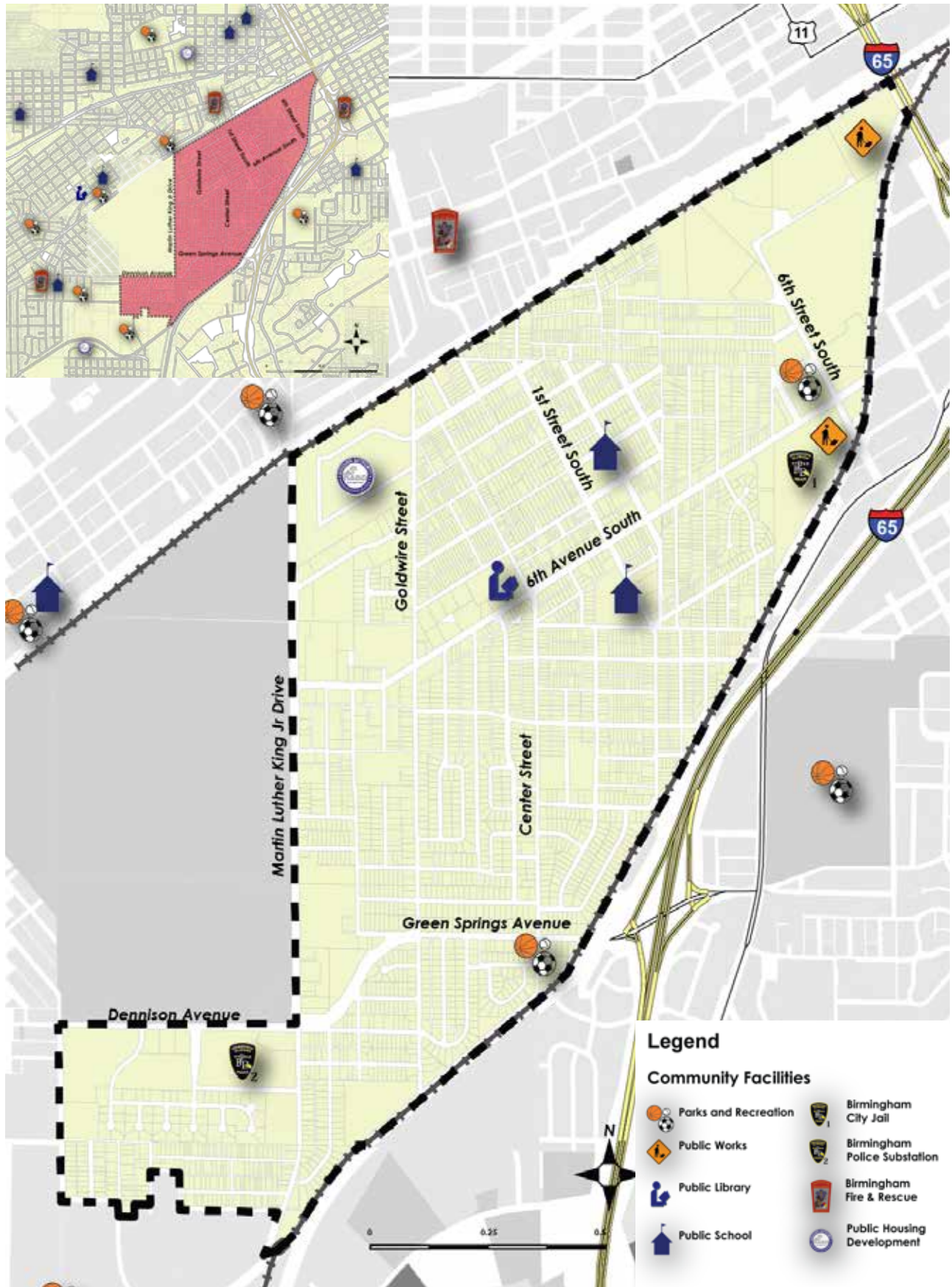


Figure 5.2: Parks & Open Space Map



5.2 Governance Structure

As one of the 23 communities in the City of Birmingham, Titusville is represented, through the Birmingham Citizens Participation Program, by the Neighborhood Association, Citizens Advisory Board, City Council (District 6) and the Mayor of Birmingham.

5.3 Government Investment/Finance

The Mayor-Council Act of 1955 (as amended) outlines the procedures to be followed in developing and adopting the annual operating and capital budgets for the City of Birmingham. The relevant sections of the Mayor-Council Act are enumerated here. It should be noted that legally adopted annual budgets are not required for Special Revenue and Capital Projects Funds. Budgets for these funds are approved by the City Council on an individual project basis. Formal budgetary integration is employed for the General Fund as a management control device. Such integration is not deemed necessary for Debt Service Funds because effective budgetary control is alternatively achieved through the general obligation indenture provisions.

5.3.1 The Budget Process (summary)

1. The fiscal year for the City of Birmingham begins on July 1st and ends on June 30th.
2. On or before May 20th, the Mayor submits to the City Council a proposed General Fund Operating Budget for the fiscal year commencing the following July 1st. The General Fund Operating Budget includes proposed expenditures and sources of revenues.
3. A public hearing is conducted to obtain taxpayer comments.
4. Prior to July 1st, the budget is legally enacted through passage of an ordinance.
5. The Mayor is authorized to transfer budgeted amounts within departmental appropriations within a fund. However, any revisions that alter the total expenditures for any fund transfers funds between departments or between approved capital projects must be approved by the City Council.
6. Adopted budgets for the General Fund are consistent with generally accepted accounting principles (GAAP) except that budgets and budgetary schedules included are prepared using encumbrance accounting under which purchase orders, contracts and other commitments for the expenditure of monies are recorded. At the end of the fiscal year, unencumbered appropriations of the General Fund automatically lapse. Appropriations for capital improvement projects do not lapse until the project has been completed or abandoned.
7. The adopted General Fund budget is allocated to each department or agency of the City as provided in the Mayor-Council Act. Total expenditures may not exceed appropriations unless the City Council amends the budget due to increased revenues or through a reduction of fund balance. The City Council has the authority to amend the budget as needed throughout the year provided adequate funds are available at the time of the amendment.

5.3.2 Capital Budget and Capital Improvement Program, FY 2015-19

Figure 5.3: Capital Budget and Improvement Program, FYI 2015-19

DEPT.	DESCRIPTION	FUND	PROJ. #	YEAR	CURRENT APPROPRIATION	UNEXPENDED BALANCE
Other Improvement and Projects						
Planning, Engineering & Permits	Titusville & Five Points West Framework Plans	102	003836	2013	\$33,944	\$4,175
Planning, Engineering & Permits	Titusville & Five Points West Framework Plans	105	003836	2013	\$1,000	\$1,000
Planning, Engineering & Permits	Titusville & Five Points West Framework Plans	127	003836	2013	\$26,321	\$1,032
Planning, Engineering & Permits	Titusville & Five Points West Framework Plans	128	003836	2013	\$4,024	\$4,024
Other Improvements and Projects Total					\$65,289	\$10,231

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6

Market Analysis

6.1 Market Assessment

The Market Assessment is used to evaluate retail market opportunities. Through the analysis of a well-defined market profile for the Birmingham Titusville Community, better informed decisions can be made in terms of targeted investments. This assessment is intended to provide insight as to the ability of the Titusville Community to support specified commercial development within the local market by comparing existing supply with demand. The calculation of demand is a function of the estimated spending patterns and consumer behavior of the market area. The data focuses on retail market leakage and surplus factors to identify gaps within the local market.

Overall, the Titusville market possesses an estimated \$37.9 million in retail demand (spending potential) and has an estimated \$28.4 million in retail supply (retail sales). These estimates result in a positive retail gap (leakage) of \$9.5 million, indicating that existing retail demands are not being met. This measurement, however, includes external market spending at business establishments where persons living outside or commuting through the market area spend retail dollars. These locations typically include gasoline stations, motor vehicle parts and dealers, convenience stores, and fast food establishments. Several opportunity gaps can be identified within specific industry subsectors and groups.

The highest opportunities indicated for primary industry subsectors include General Merchandise Stores (\$7.4 million), Gasoline Stations (\$4.1 million), Health and Personal Care Stores (\$2.9 million), and Food and Beverage Stores (\$2.9 million). The area has a multitude of retail opportunities where consumer spending leakage is identified, though leakage amounts are modest. Some of the primary categories include General Merchandise Stores, Grocery Stores, Limited Service Restaurants, Department Stores, and Full-Service Restaurants.

Table 6.1: Existing Supply/Demand Balance, 2012 - Primary Industry Subsectors

NAICS	DEMAND	SUPPLY	LEAKAGE (SURPLUS)
Motor Vehicle & Parts Dealers	\$6,509,268	\$22,382,486	(\$15,873,218)
Miscellaneous Stores	\$802,595	\$529,943	\$272,652
Sporting Goods/ Hobby/ Book/ Music Stores	\$754,071	\$409,998	\$344,073
Building Materials/ Garden Equipment/ Supply Stores	\$969,605	\$359,706	\$609,899
Furniture & Home Furnishings	\$765,956	\$0	\$765,956
Clothing & Clothing Accessory Stores	\$2,041,208	\$1,232,359	\$808,849
Electronics & Appliance Stores	\$981,287	\$0	\$981,287
Nonstore Retailers	\$1,628,584	\$155,741	\$1,472,843
Food Service & Drinking Places	\$3,653,439	\$968,566	\$2,684,873
Food & Beverage Stores	\$4,426,177	\$1,493,609	\$2,932,568
Health & Personal Care Stores	\$2,938,249	\$0	\$2,938,249
Gasoline Stations	\$4,355,432	\$245,179	\$4,110,253
General Merchandise Stores	\$8,037,762	\$584,371	\$7,453,391

An analysis of market area consumer spending potential was conducted to further identify specific goods and services which may represent unmet demand within Birmingham's Titusville Community. This data measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior and spending patterns for specific goods and services. Spending by visitors and nonresidents are not included, therefore the estimates are specific to characteristics in the Titusville Community.

The highest opportunities are identified for products and services where spending patterns are at or above the national average. This analysis includes purchases and frequency of purchases within the industry categories of Electronics and Internet, Financial Investments, Health and Beauty, Pets and Products, Restaurants, and General Retail. According to the analysis, the following purchase characteristics represent unique consumer usage and demand specific to the Titusville Community:

- Electronics – Audio equipment, music, televisions, DVDs, and cameras
- Health and Beauty – Dietary controls, dietary foods, vitamin supplements, pharmaceuticals, and personal care products and services
- Restaurants – Food at Family restaurants/ steakhouses, buffets, and Fast Food establishments
- Retail – Watches, jewelry, DVDs, bedding/ bath items, magazines, and apparel services

Table 6.2: Existing Supply/Demand Balance, 2012 - Primary Industry Groups

NAICS	DEMAND	SUPPLY	LEAKAGE (SURPLUS)
Automobile Dealers	\$5,588,406	\$19,639,098	(\$14,050,692)
Other Motor Vehicle Dealers	\$350,395	\$1,797,277	(\$1,446,882)
Auto Parts, Accessories & Tire Stores	\$570,467	\$946,111	(\$375,644)
Special Food Services	\$141,649	\$241,730	(\$100,081)
Other Miscellaneous Store Retailers	\$336,274	\$429,141	(\$92,867)
Vending Machine Operators	\$54,926	\$98,317	(\$43,391)
Florists	\$46,487	\$56,641	(\$10,154)
Beer, Wine & Liquor Stores	\$178,922	\$144,620	\$34,302
Specialty Food Stores	\$68,667	\$27,912	\$40,755
Drinking Places - Alcoholic Beverages	\$259,275	\$211,028	\$48,247
Sporting Goods/ Hobby/ Musical Instrument Stores	\$523,325	\$409,998	\$113,327
Used Merchandise Stores	\$124,880	\$0	\$124,880
Direct Selling Establishments	\$202,009	\$57,424	\$144,585
Lawn & Garden Equipment & Supply Stores	\$162,196	\$0	\$162,196
Book, Periodical & Music Stores	\$230,746	\$0	\$230,746
Shoe Stores	\$248,556	\$0	\$248,556
Office Supplies, Stationery & Gift Stores	\$294,954	\$44,161	\$250,793
Jewelry, Luggage & Leather Goods Stores	\$276,698	\$0	\$276,698
Clothing Stores	\$1,515,954	\$1,232,359	\$283,595

NAICS	DEMAND	SUPPLY	LEAKAGE (SURPLUS)
Home Furnishings Stores	\$309,010	\$0	\$309,010
Bldg Material & Supplies Dealers	\$807,409	\$359,706	\$447,703
Furniture Stores	\$456,946	\$0	\$456,946
Full-Service Restaurants	\$1,471,017	\$224,999	\$1,246,018
Electronic Shopping & Mail Order Houses	\$1,371,649	\$0	\$1,371,649
Department Stores Excluding Leased Departments	\$1,987,773	\$584,371	\$1,403,402
Limited Service Restaurants	\$1,781,498	\$290,809	\$1,490,689
Grocery Stores	\$4,178,588	\$1,321,077	\$2,857,511
Other General Merchandise Stores	\$6,049,988	\$0	\$6,049,988

6.2 Segmentation Profile

The Market Segmentation Profile for the Titusville Community provides greater insight of the consumer market make-up and spending habits of the residents. The profile classifies social groups based on socioeconomic and demographic composition. The characteristics associated with each segmentation classification are used by market analysts to assess the various needs and requirements within the market area to more effectively market goods and services. It also provides a more generalized characterization of the residential lifestyles within the market area. The Titusville market is primarily classified within the two dominant tapestry groups of Traditional Living (Middle-aged and middle income - Middle America) and Metropolis (City dwellers in older homes reflecting the diversity of urban culture). Within the groups, the community is further broken down into three segments.

- Family Foundations (50.0%) – The largest segment in Birmingham’s Titusville Community, these households are primarily in urban communities in Southern metropolitan areas and are characterized by a mix of married couples, single parents, grandparents, and young and adult children. There is a slightly lower labor force participation rate and many employed residents work in government jobs. Public assistance is higher than average. Most residents do not move and are active in their community with high church attendance and participation on civic boards.
- Modest Income Homes (34.8%) – Most homes are in older suburbs of Southern metropolitan areas and primarily consist of single-family dwellings. They are characterized by single-person and single-parent household types with a higher-than-average proportion of adult children still living at home. Many householders are retired and many are caregivers providing for their grandchildren. There are strong family ties in this segment. Many retirees rely on public assistance and most residents work part-time rather than full-time.
- City Commons (15.2%) – This segment is primarily characterized by single-parent families or singles who live alone. Many are younger households and most have children. Residents are primarily employed in service occupations, though unemployment is high and many receive public assistance. Because of limited employment options, many residents work part-time. Many of these householders are renters and are prone to relocating. With the presence of children, many residents frequent nearby parks and playgrounds.

Figure 6.1: Market Segmentation

