

GENERAL USES:
Industrial
Residential
Retail
Greenspace

SPECIFIC RECOMMENDATIONS:
- Develop sites for new mixed-use / multi-family development in area
- Development of larger park / recreation center

SOUTHWEST AREA EXISTING CONDITIONS



APPENDIX A

City of Birmingham |
The Regional Planning Commission of Greater Birmingham



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ENDORSED BY THE CITY OF BIRMINGHAM PLANNING & ZONING COMMISSION: May, 03 2017

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1

Overview

INTRODUCTION

1.1. Purpose

The City of Birmingham Comprehensive Plan is a guide for the growth and overall development for the city over the next 20 years. The Comprehensive Plan has been established as an overall citywide policy guide for Birmingham which outlines a number of policy goals and actions to undertake over the next two decades. The revitalization of the City's communities and neighborhoods is one of the major components within the document. Blight, tax delinquency, crime, and environmental justice issues have had serious detrimental impacts within the City's neighborhoods and communities over the last few decades. The Comprehensive Plan is a toolkit which can be leveraged to enable and inform policymakers in making key planning and development decisions for the City.

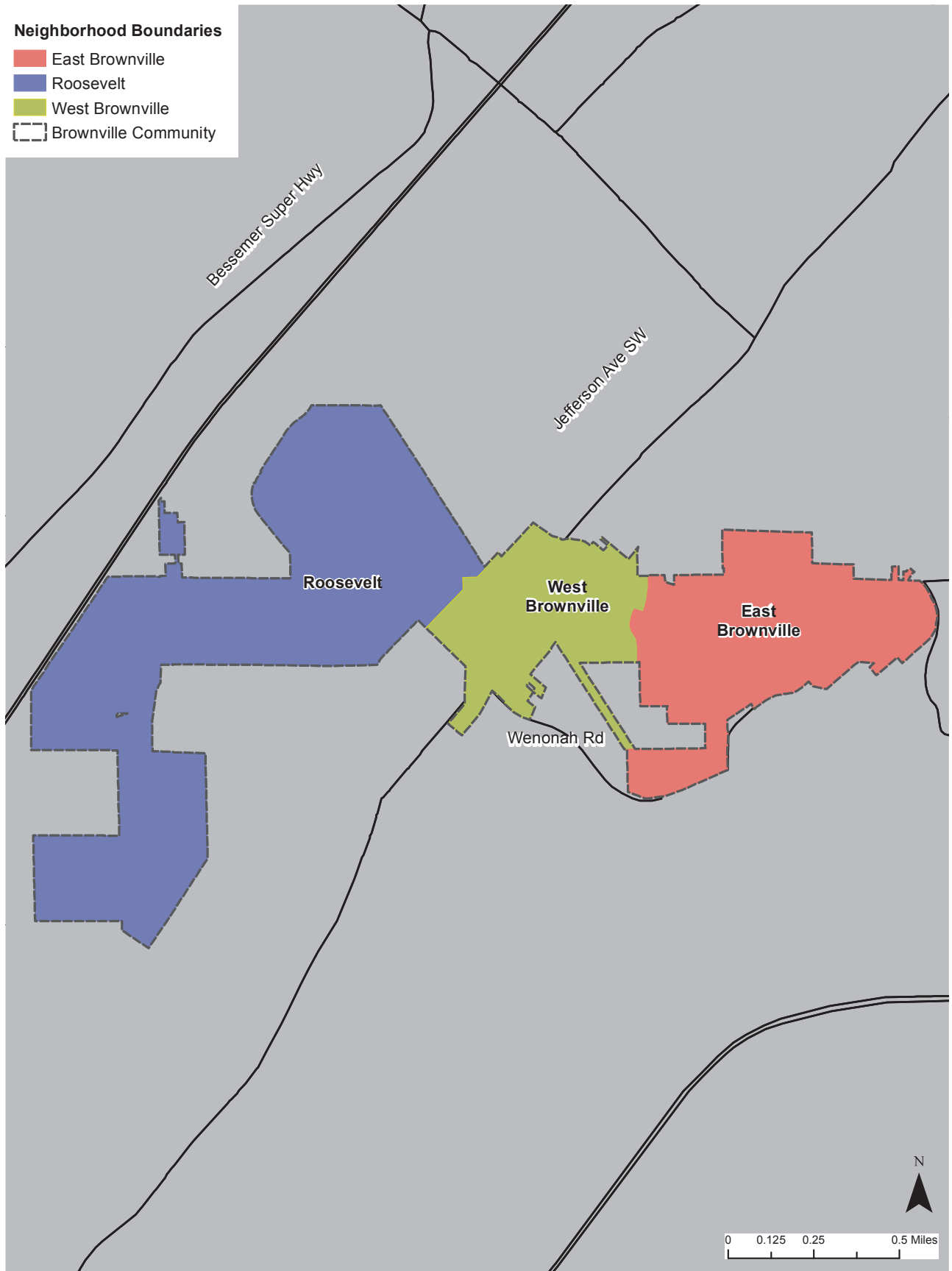
While the City's Comprehensive Plan is set at the macro level in terms of planning the document calls for the City to undertake the process of developing community based plans which are called Framework Plans. These Framework Plans are planning and policy documents that focus completely on the communities within the City. A Framework Plan provides an outline for growth and development at the community level. To date, since the adoption of the Comprehensive Plan in 2013 the City Planning Department in cooperation with the Regional Planning Commission of Greater Birmingham (RPCGB) have developed three Framework Plans for the City that covers a total of five communities. The three plans, Western Area, Titusville and North Birmingham have all been adopted by the City's Planning Commission after a yearlong process of community outreach and development. Ultimately, as it is outlined within the context of the Comprehensive Plan the City plans to complete Framework Plans covering all of the communities within Birmingham over the next few years.

1.2. Location

With the completion of the first three Framework Plans in 2015 the City in partnership with RPCGB have begun the process of developing two additional Framework Plans. The Southwestern Area Plan is one of the nine Framework Plan areas of the City, and has been selected as one of the two areas of focus for these next set of plans. This particular plan area consists of three communities and fifteen different neighborhoods (see *Figure 1.1* and *Figure 1.2*). The first of the three communities to highlight within the Southwestern Area is the Brownville Community consisting of three neighborhoods. The second community within the Southwestern Area Plan is Grasselli. The aforementioned community is made up of six distinct neighborhoods. The final community within the geographic boundary of the Southwest Area Plan is the Southwest Community. The Southwest Community has within it an additional six neighborhoods. In terms of geographic area the Southwest Community makes up a considerable portion of the land mass within the Southwestern Area Plan. This particular Framework Plan area spans over 18.2 square miles and includes over 11,700 parcels.

INTRODUCTION

FIGURE 1.2: Brownville Community Map



1.2.1. Brownville

The Brownville Community is located at the extreme western edge of Birmingham. The outer western boundary of the community is adjacent to Bessemer Super Highway while the eastern portion of the community is surrounded by the Grasselli Community. Single family residential is by far the major land use within this community (see *Figure 6.2 on pg. 116*). This community is also surrounded by the Cities of Brighton, Midfield and Lipscomb.

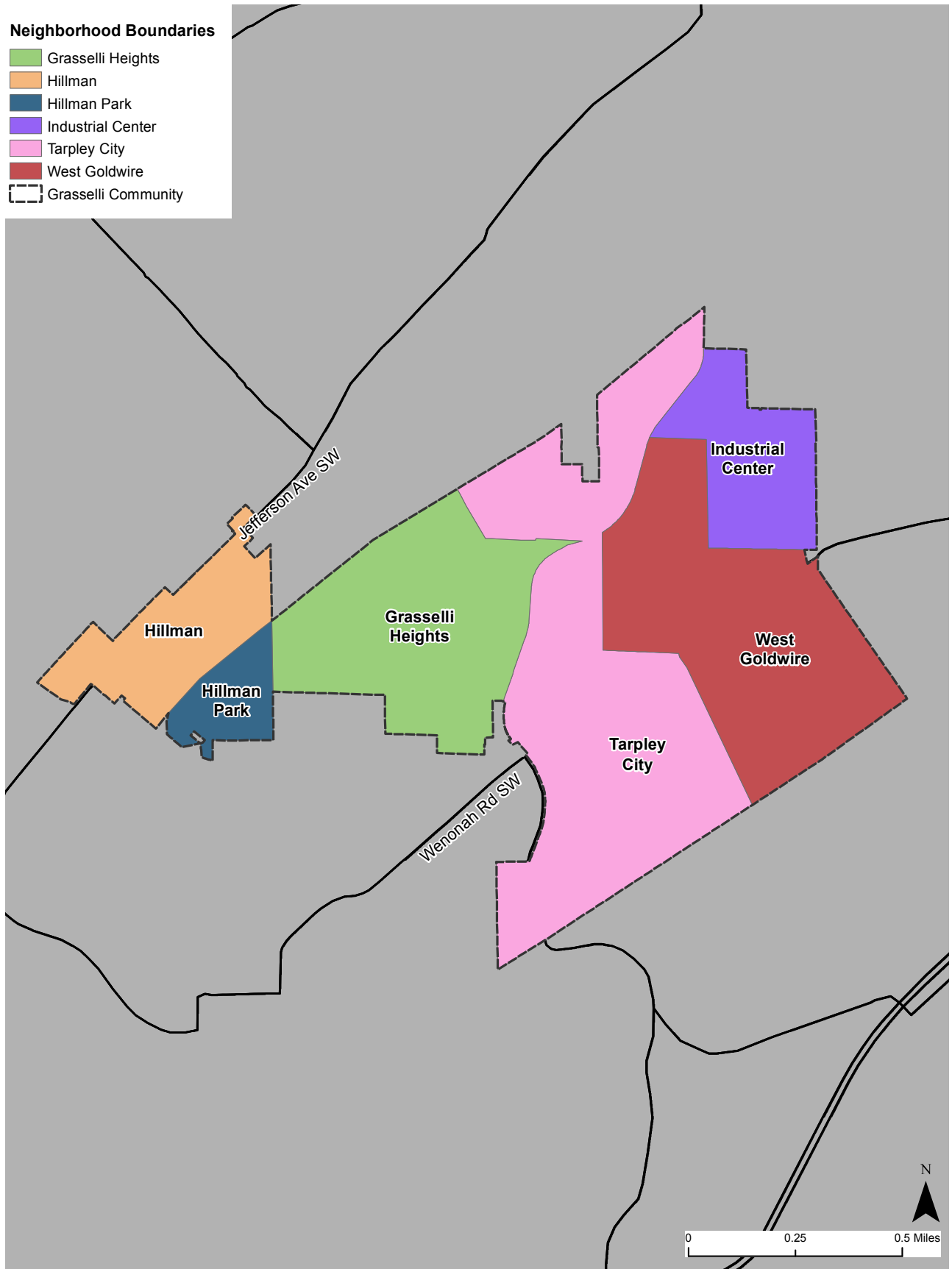
Roosevelt City was a majority African-American incorporated municipality located between Midfield, Lipscomb, Brighton and Brownville to the southwest of Birmingham. The community” was unable to secure services from neighboring cities, even though state law dictated that business taxes in the unincorporated area would be paid to the nearest municipality. With help from attorney Orzell Billingsley, Roosevelt City pursued incorporation as its own separate municipality. The Alabama State Legislature passed an amendment proposed by State Senator Richard Dominick to restrict Jefferson County communities within three miles of another city from incorporating, but Roosevelt City completed the process on October 23, 1967 before the new law could take effect. Freddie Rogers served as Roosevelt City’s first and only mayor. The new city quickly obtained federal grant funding to pay for new services such as police and fire departments and construction of a Roosevelt City Community Center. Rogers hoped to annex neighboring Lipscomb and other areas into the city, but those plans were never realized. Over time, Roosevelt city’s anemic tax base threatened to bankrupt the city. Roosevelt City held a special election on July 12, 1988 and voted 718 to 404 to be annexed into Birmingham. The vote was contested, but it was upheld by the Alabama Supreme Court in August 1989.

Brownville Neighborhoods:

- West Brownville
- East Brownville
- Roosevelt

INTRODUCTION

FIGURE 1.3: Grasselli Community Map



1.2.2. Grasselli

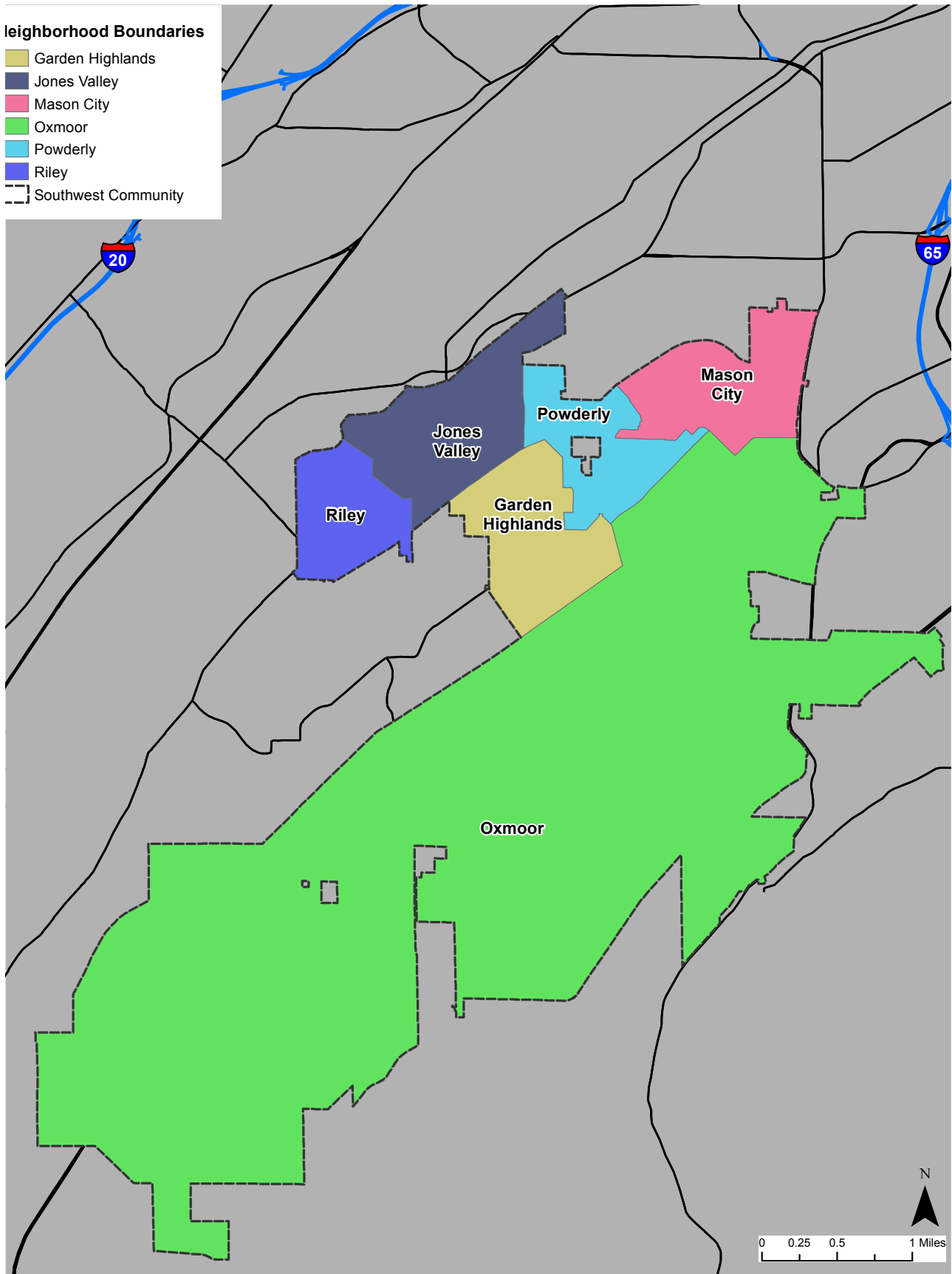
The Grasselli Community lies directly to the east of the Brownville Community, and is surrounded by the Southwest Community to the North, East and South. Much like the Brownville community the major land use within the community is single family residential (see *Figure 6.3 on pg. 118*). This community is the home of Lawson State Community College as well as Wenonah High School.

The Grasselli Chemical Company was an Ohio-based manufacturer of chemicals whose Southern territory was once headquartered in Birmingham. The company was founded in Cincinnati, Ohio in 1839 by Eugene Ramiro Grasselli as a manufacturer of sulfuric acid. It moved its headquarters to Cleveland in 1867 in order to better supply that city's oil refining industry. Grasselli acquired a 100-acre parcel near Hillman, four miles from Bessemer in 1899 for a new chemical works. It spent an estimated \$100,000 to \$200,000 building and equipping the plant for the production of nitric acid and other heavy chemicals. The company also opened a downtown office in the Brown-Marx Building. The Grasselli Company promoted a type of "social welfare" common among many of the Birmingham District's large employers in the early 20th century. Through various programs companies would seek to improve the health and loyalty of its workforce. In addition to sponsoring an Industrial League baseball team, the Grasselli Company constructed houses for workers near the plant, a practice thought to attract a more stable workforce. The residences were heated with steam generated at the plant. The area has since been annexed into Birmingham and is part of the neighborhood of Grasselli Heights in the Grasselli community. The Grasselli Chemical Company was acquired by E. I. Du Pont de Nemours Co. in 1928. Du Pont closed down its Birmingham operations in the 1940s.

The Wenonah (formerly Fossil) community was the name of a series of Red Mountain iron ore mining camps for employees of the Tennessee Coal and Iron Company (TCI), now United States Steel (USS). The camps were designated as: Wenonah Camp #6, #7, #8, #9, and #10. Mining Camps #11, #12, #13, #14 and #15 were in Ishkooda. The oldest was Wenonah Camp #6 as listed on the 1916 Birmingham Mining District maps. Number 6 was next to the Woodward Iron Company's camp #2 on its western boundary and was the location of the water reservoir that in about 1947 was replaced with a covered water tank, now owned by the Bessemer Water Works. The reservoir/tank is located in the Lipscomb area of Jefferson County. By 1900, TCI was operating 15 iron ore mines in the Birmingham District including the #6, #7, and #8 mining camps. Mining Camp #7 (1880-1938), located on the southwest boundary of Browns Station, was also the site of the plant that processed the iron ore before being transported via High Ore Line Railroad connection from Red Mountain to the Fairfield Works. In 1880, before TCI became the owner, the #7 mine was operated by T.T. Hillman and Henry DeBardeleben's Alice Furnace Company. The #7 mine in those days was called the Alice Mine and also sometimes referred to as the Hillman Mine. In 1914, TCI began ongoing facilities and programs to improve lives of employees with schools, medical dispensaries, training programs, and housing. The company produced an outdoor pageant, called The Magic Word, to introduce the new name of "Wenonah" in November 1916. The name was chosen by TCI's social science director Marion Whidden as a complement to the company's Ishkooda and Muscoda camps. All three names appear in Henry Wadsworth Longfellow's epic poem "The Song of Hiawatha". Wenonah Camp #8 (1887-1938), was located just south of Hillman Station on the north side of Red Mountain, and is sometimes referred to as "New Hill". It was also the site of the company commissary, doctor's office and other administrative offices. Wenonah Camp #9 (1887-) was south of Grasselli Heights on the north side of Red Mountain. It was the location of the Wenonah School, built in 1917 as part of the company's welfare program. The #9 mine was opened in 1897 under contract to the Smith Mining Company and then was known as the Klondike mine. Wenonah Camp #10 (1880-1952), was located adjacent to West Goldwire and south of the current Wenonah High School. It is now known as Tarpley City. The #10 mine has been designated as the future site of the Red Mountain Park Museum. Beginning in 2009, In conjunction with UAB and Samford, oral histories of mine employees and their families started being recorded. In 1962, Red Mountain ore mines closed in the Birmingham District, ending over 100 years of Iron Ore mining in the Red Mountain/Oxmoor Valley area, as Venezuelan ores began to be used.

INTRODUCTION

FIGURE 1.4: Southwest Community Map



Grasselli Neighborhoods:

- Hillman
- Hillam Park
- Grasselli Heights
- Industrial City
- Tarpley City
- West Goldwire

1.2.3. Southwest

The Southwest Community is located directly west of I65. Lakeshore Parkway bisects the community running east to west from I65. This community is the home of Red Mountain Park and has a wide spectrum of land uses including, single family residential, multi family, industrial and commercial (See Existing Land Use Map, *Figure 6.4 on pg. 120*). Red Mountain Park is a 1,500-acre park which offers a plethora of outdoor activities. The Oxmoor Valley is also a planned development area that falls under the Oxmoor Steering Committee Guidelines. During the permitting process all development within the area must meet the specific development guidelines and seek approval by the Oxmoor Steering Committee.

Powderly was first developed in 1887 as a community of low-cost worker's houses by the Beneficial Land and Improvement Company, headed by members of the Knights of Labor. The nearby community of Travellick was developed simultaneously and the communities were named for Terence Powderly and Richard Trevillick, two of the Knights' national leaders. Members of the Knights of Labor, primarily miners, purchased shares in the new community, and in its first industrial development, the Powderly Co-Operative Cigar Works. The Birmingham, Powderly, and Bessemer Railroad began passenger service to the new community in 1888. The Birmingham Baptist College (now Birmingham- Easonian Baptist Bible College) moved to the community in 1912 and housed the Jefferson County Board of Education's Powderly High School during the Great Depression. The county also built Jones Valley High School (now Jones Valley Middle School) in Powderly in 1921. Powderly Elementary School now serves students in the neighborhood. The Children's Village group home is also located in Powderly. After several votes and proposals that would have either incorporated Powderly or annexed into Birmingham in 1945 and 1946, Powderly was annexed into Birmingham by 1964. In the early 2000s, the Watercress darter was found in a spring that flows in front of Faith Apostolic Church in Powderly by Samford University professors Mike Howell and Larry Davenport. Seven Springs EcoScape, a park designed to protect the darter, opened adjacent to the church in 2008.

Southwest Neighborhoods:

- Riley
- Jones Valley
- Garden Highlands
- Powderly
- Mason City
- Oxmoor

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2

Community Renewal

COMMUNITY RENEWAL

2.1. Introduction

As Birmingham's Comprehensive Plan outlines macro level growth and development for the City over the next two decades a key piece of the way forward will involve revitalizing the communities within it. By focusing on community renewal this planning effort will examine the three communities within the Southwestern area with a micro level analysis. This analysis will provide key statistics and land use data to help define each community as it now stands. Understanding the strengths and weaknesses of each community is a vital element to the overall planning process. The data presented here will provide a baseline analysis of each community which will help to indicate where community renewal efforts should be focused.

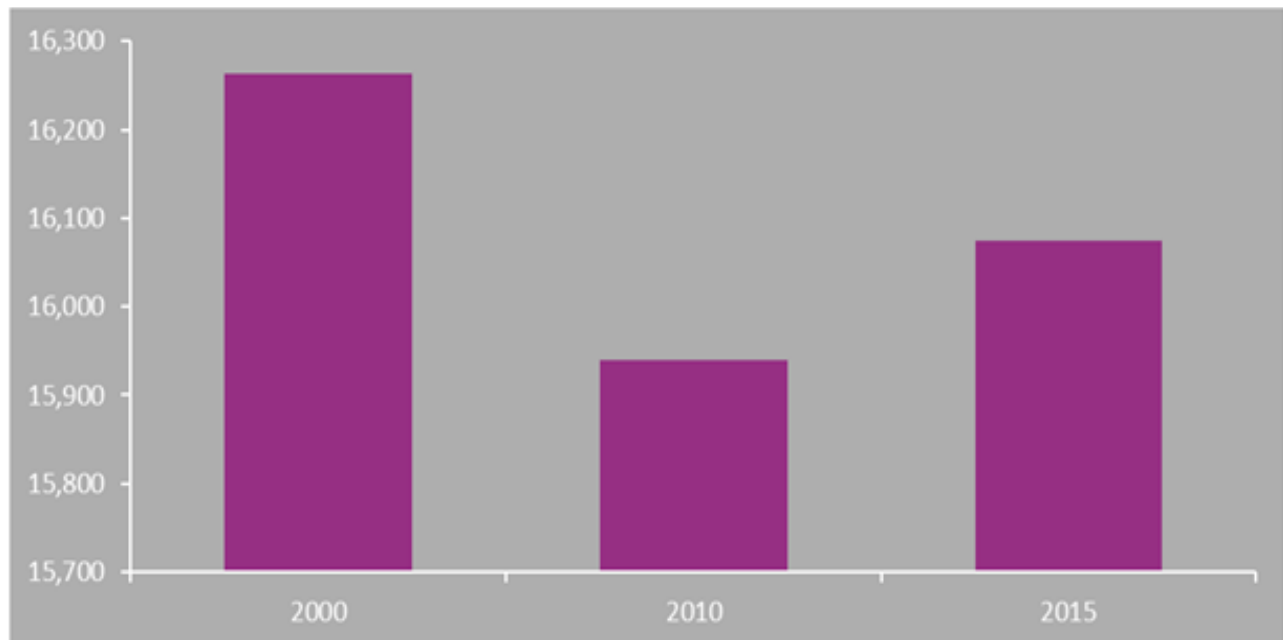
In this section a number of data points will be highlighted including demographics, land use, property conditions and community assets. Examining and utilizing the aforementioned data will help to shape and ultimately form the final Framework Plan. The results from these analyses will provide a clearer picture as to what projects and regulation changes can be applied to each specific community. The final Framework Plan will utilize both the data presented here as well as community feedback collected during the public planning process. Specifically, the short term and long range community renewal goals should reflect the collected data as well as the needs established by each community.

2.2. Demographics / Census Data

2.2.1. Population

The Southwest Area is approximately 18.2 square miles. With an estimated residential population of 16,074 and 7,178 households, there are 883 persons per square mile (1.4 per acre). The population has decreased by 1.2% since 2000. Census figures report the largest numeric declines occurring within the White residential population and among the school age population.

FIGURE 2.1: Southwest Area Population Change 2000-2015

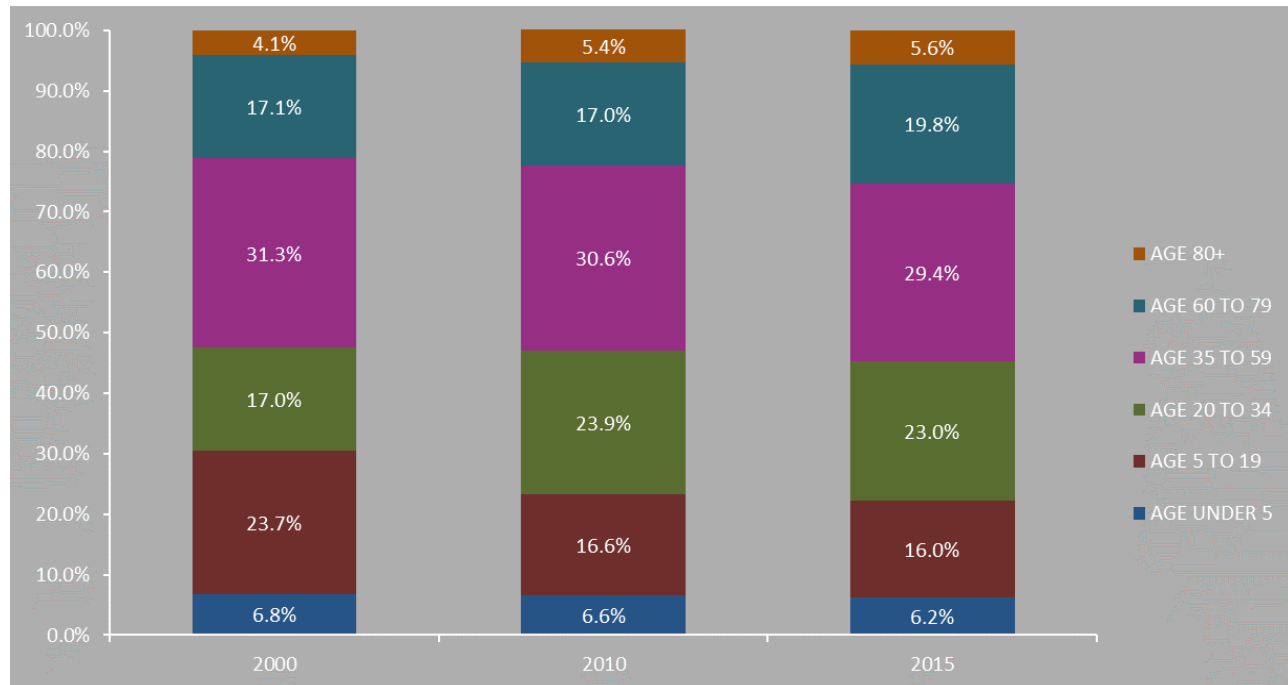


Source: U.S. Census Bureau and Environmental Systems Research Institute (ESRI) 2015

TABLE 2.1: Southwest Area Population Change 2000-2015

Year	Total
2000	16,263
2010	15,939
2015	16,074

Source: U.S. Census Bureau and Environmental Systems Research Institute (ESRI) 2015

FIGURE 2.2: Southwest Area Population Change 2000-2015

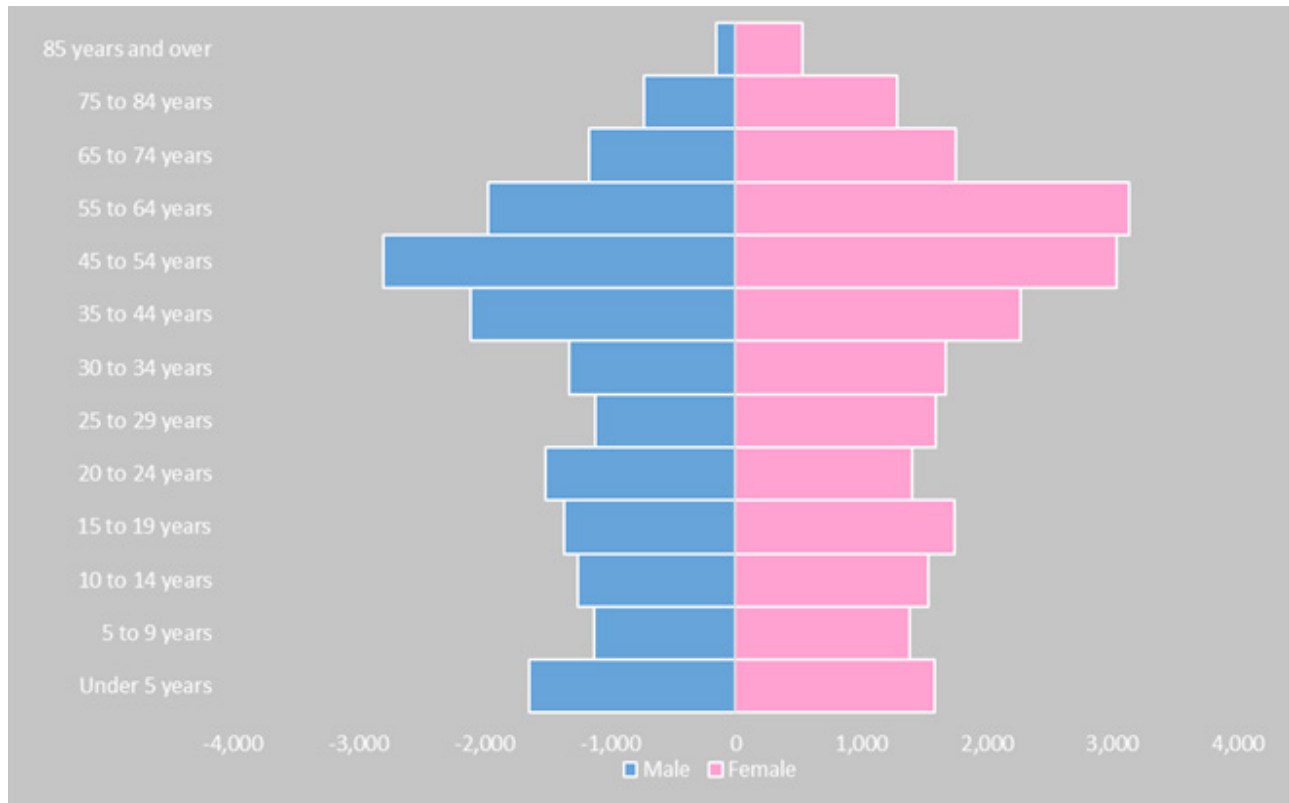
Source: U.S. Census Bureau and Environmental Systems Research Institute (ESRI) 2015

2.2.2. Age and Gender Distribution

The residential population in the Southwest Area has become progressively older over the last several decades. Like that of the City of Birmingham, as well as the nation, 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 21% of the population in 2000. By 2015 that percentage had increased to 25% and the total number has increased by 640 persons. The percentage of residents aged 19 or younger decreased from 31% in 2000 to 22% in 2015, a total decrease of 1,383 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 48% in 2000 to 52% in 2015. While the working age percent share has increased, the overall total has increased by 556 residents. The changes of these age groups are representative of both national trends and local market dynamics. The current market conditions indicate an increasing percentage of the aging and senior population, and a declining percentage of the younger population. The median age of the area has increased from 35.4 in 2000 to 39.2 in 2015. The age group characteristics within the area will translate to changing demands on city services and market demands for future goods and services.

COMMUNITY RENEWAL

FIGURE 2.3: Southwest Area by Age and Sex Group Distribution in 2013



Source: U.S. Census Bureau and Environmental Systems Research Institute (ESRI) 2013

2.2.3. Racial Composition

The racial composition of the Southwest Area in 2015 consisted of 19.1% of the population reported as White, 76.7% as Black or African American and about 4 % making up the remaining racial categories. Persons of Hispanic origin made up 1.4% of the population.

TABLE 2.2: Southwest Area Racial Composition in 2015

Total	15,938	100%
White alone	3,044	19.1%
Black or African American alone	12,209	76.6%
Other	685	4.3%
American Indian and Alaska Native alone	32	0.2%
Asian alone	398	2.5%
Pacific Islander	-	0.0%
Some Other Race	96	0.6%
Two or More Races	159	1.0%

Source: U.S. Census Bureau and Environmental Systems Research Institute (ESRI) 2015

2.2.4. Household Characteristics

Family households in the Southwest Area have increased slightly over the last several decades though the percent share has decreased. Between 2000 and 2015, the number of family households increased from 4,006 (63%) to 4,157 (58%), an increase of 151 or 4%. Of the family households, married-couple households with children had a notable decrease dropping from 756 in 2000 to an estimated 262 in 2015, a 65% decrease. Additionally, this housing group made up 19% of all family household types in 2000 but by 2015 it represented just 6% of all family household types. The general decline in married couple households may be indicative of a local trend where families that possess the financial means to raise their children in areas perceived as more stable chose to move elsewhere. 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 Birmingham's Southwest Area. These include households consisting of single individuals living alone or with nonrelatives. While the overall totals of nonfamily households increased from 2,396 in 2000 to 3,021 in 2015, the percent share of nonfamily households has also increased from 37% in 2000 to 42% in 2015.

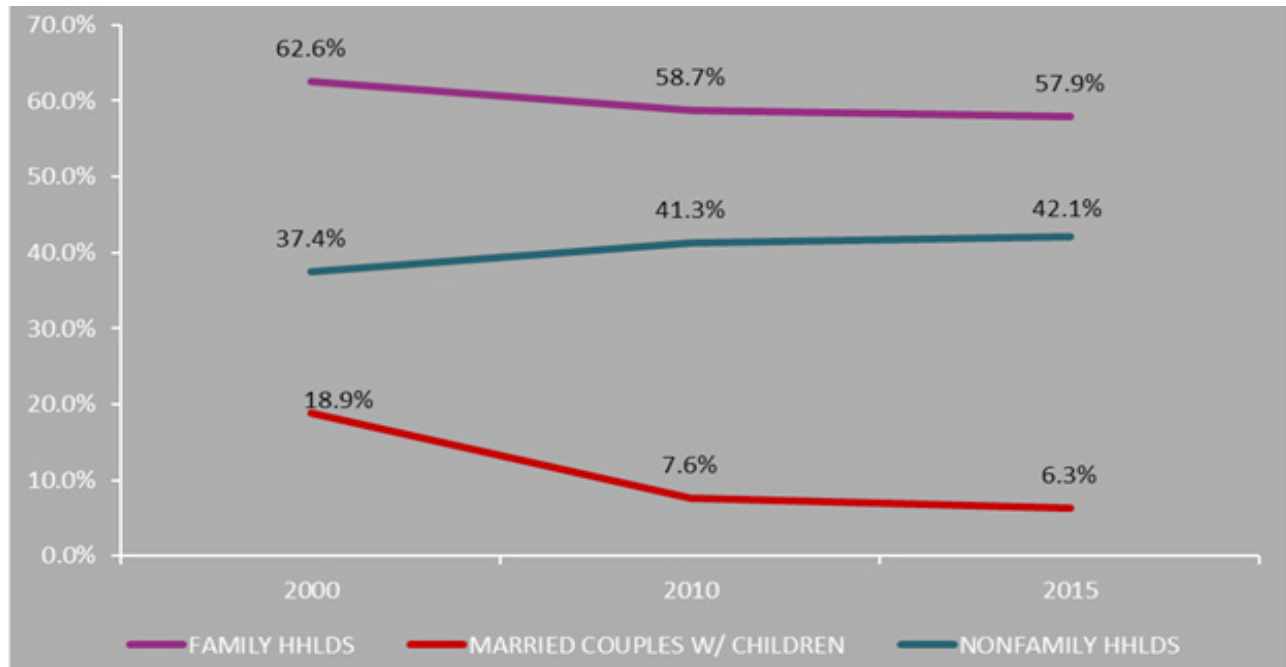
FIGURE 2.4: Southwest Area Household Characteristics



Source: U.S. Census Bureau and Environmental Systems Research Institute (ESRI) 2015

COMMUNITY RENEWAL

FIGURE 2.5: Southwest Area Family Characteristics

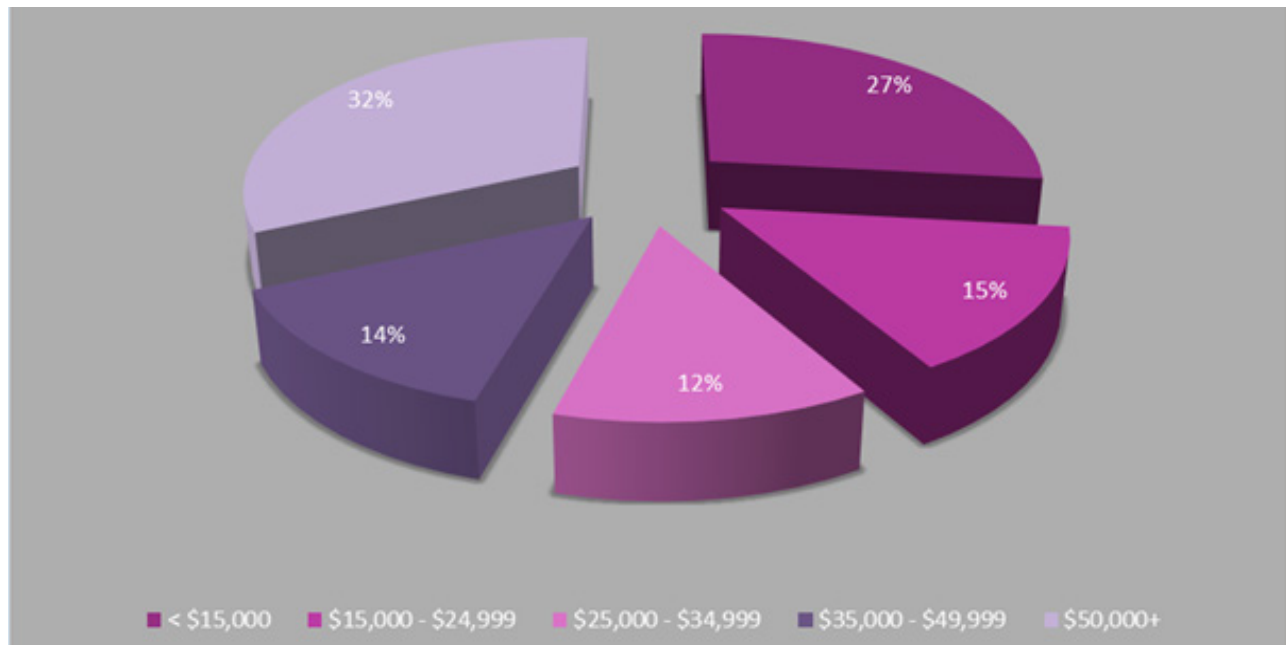


Source: U.S. Census Bureau and Environmental Systems Research Institute (ESRI) 2015

2.2.5. Household Income

Median household income in the Southwest Area has increased from an estimated \$24,000 in 2000 to \$30,955 in 2015, an increase of 29%. 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 2015 estimated median household income of \$30,890, is 7% lower than that of the Southwest Area. This is due

FIGURE 2.6: Southwest Area Household by Income



Source: U.S. Census Bureau and Environmental Systems Research Institute (ESRI) 2015

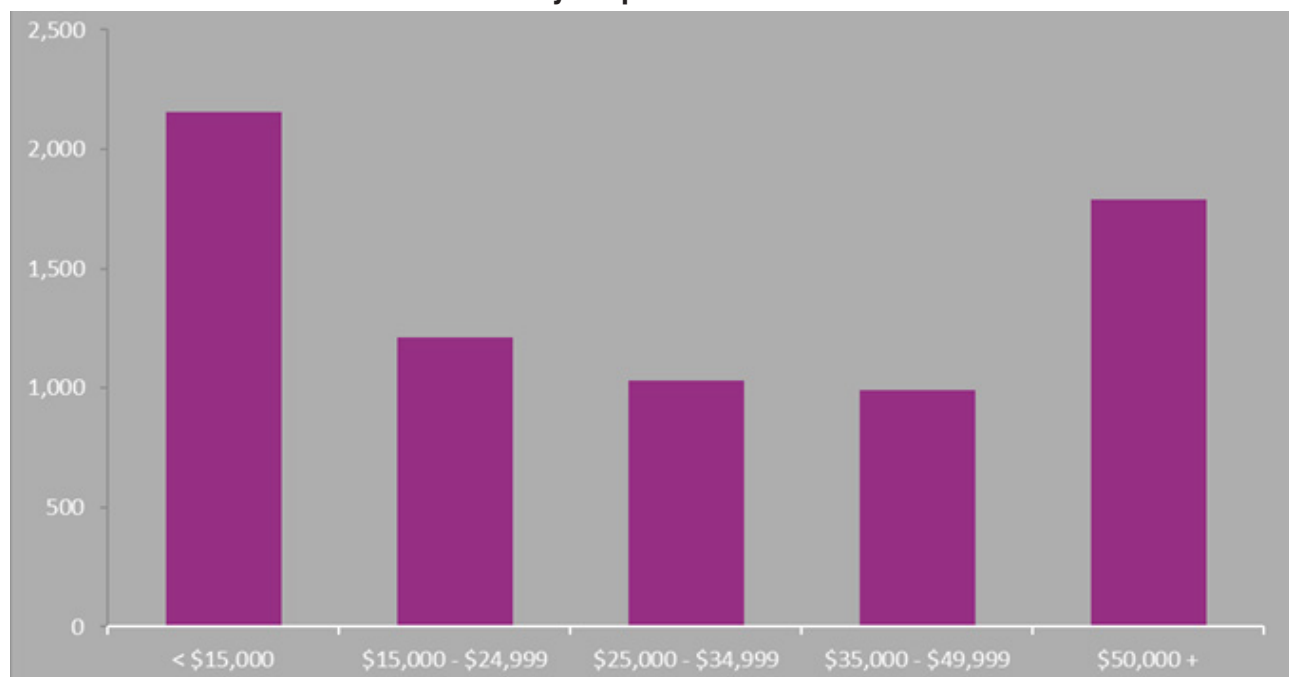
in part to the higher wage jobs located within the communities despite a slightly higher unemployment rate and poverty rate. Additionally, area residents as a whole have higher educational attainments than that of Birmingham, possess a higher earning potential, and have a higher percentage of the employed population in white collar jobs.

According to 2015 estimates, 42% of all Southwest Area households earn under \$25,000 per year and 68% of all households earn less than \$50,000 per year. The 2015 average income of households in the Southwest Area is estimated at \$46,218 while the average household income for the City of Birmingham was \$45,843. It is additionally estimated that nearly 33% of all households are below poverty (earning less than \$19,055 in 2015 for a 3-person household) and 29% of households receive cash public assistance or food stamps/ SNAP benefits. Poverty has an opposing effect on the economic vitality of a community. Individuals living in poverty are often at risk of adverse consequences such as poor health and 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.

2.2.6. 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 2015 estimated average disposable income in the Birmingham Southwest Area is \$37,648. By comparison, that of the City of Birmingham is estimated at \$37,383, therefore the typical household in Southwest possesses about 1% more disposable income than the typical household of Birmingham as a whole. With an estimated 50% of disposable income being spent on

FIGURE 2.7: Southwest Area Household by Disposable Income



Source: U.S. Census Bureau and Environmental Systems Research Institute (ESRI) 2015

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necessities such as housing, food and transportation, it is clear that many households are living paycheck to paycheck or are struggling to get by. If a household just makes enough money to cover the basic necessities, there is no opportunity for them to develop assets or savings.

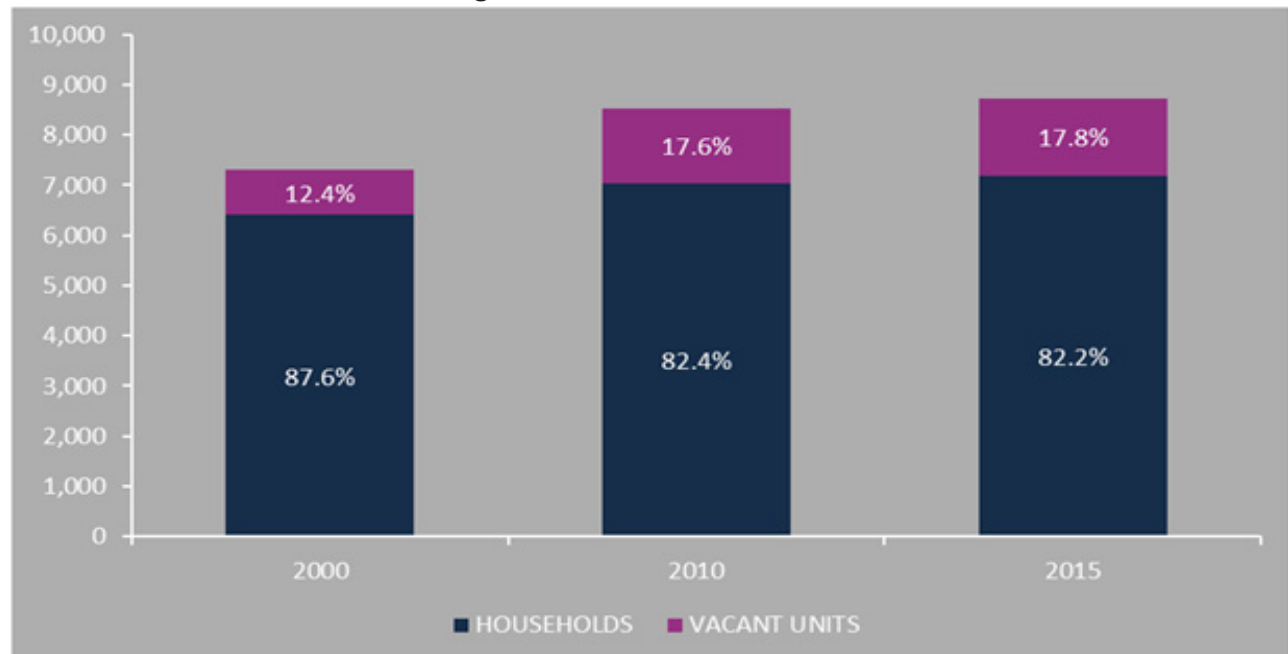
According to 2015 estimates of household disposable income, 30% of Birmingham's Southwest Area households possessed less than \$15,000 in disposable income, and 47% of households possessed less than \$25,000. Of the 25% of households possessing over \$50,000 in disposable income, the majority are householders between the ages of 35 and 44 years. Additionally, young householders under 25 years and senior householders 75 years and older possess the least amount of disposable income, with 38% and 39% respectively, retaining less than \$15,000 in disposable income.

2.3. Housing

2.3.1. Housing Unit Characteristics

The housing of the have undergone significant changes over the last several decades. The 2015 housing estimates report 8,732 total units with 7,178 occupied units (82.2%) and 1,554 vacant units (17.8%). Since 2000 the total number of units in the area has increased from 7,310 to 8,732 units, an increase of 19%. Occupied units have increased from 6,402 units in 2000 to 7,178 units in 2015, an increase of 12%. The majority of the housing units in Southwest Area are over 50 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 77% of that of the City of Birmingham. Median home values in Southwest are estimated at \$97,445 compared to \$127,122 for the City of Birmingham as a whole. There are an estimated 1,554 (17.8%) vacant housing units and 873 (10%) tax delinquent residential properties in Birmingham's Southwest Area.

FIGURE 2.8: Southwest Area Housing Unit Characteristics

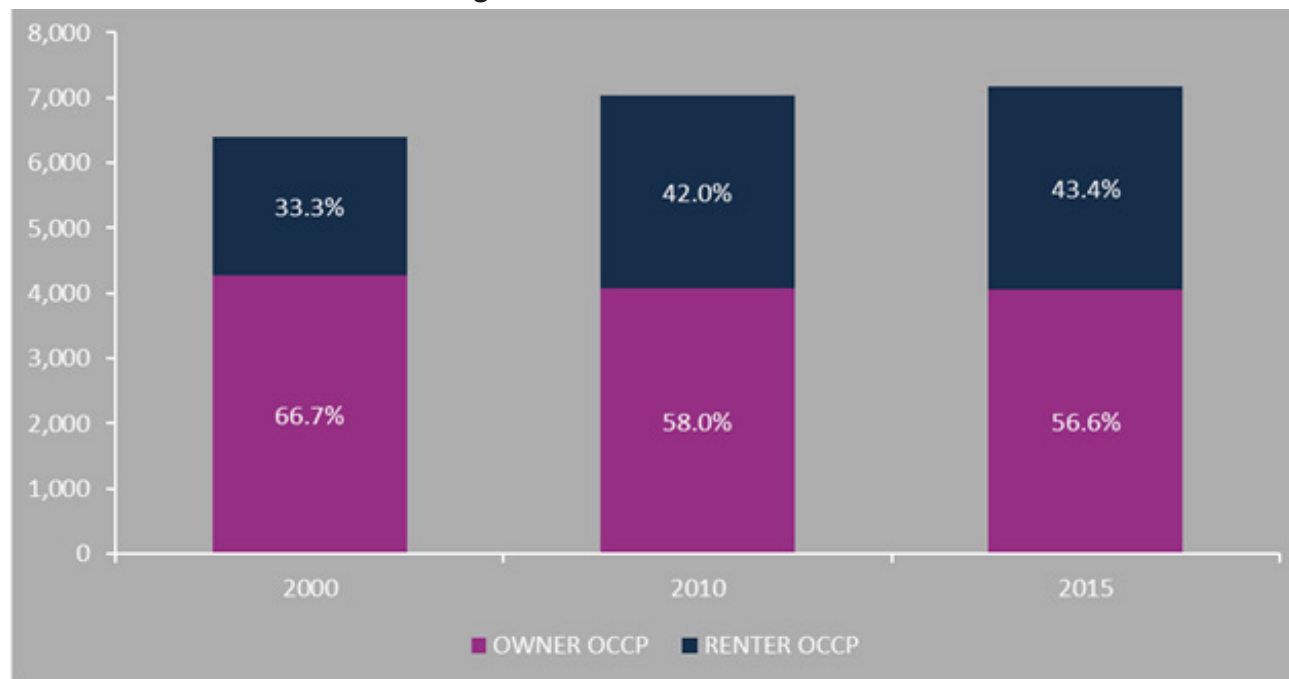


Source: U.S. Census Bureau and Environmental Systems Research Institute (ESRI) 2015

2.3.2. Housing Tenure

The majority of the housing market in the Birmingham's Southwest communities consists of single family detached dwellings (73%), with the bulk of the remaining units being multi-unit dwellings found primarily in the Birmingham Housing Authority's Cooper Green Homes and Kimbrough Homes. Several additional apartment buildings and smaller multi-family complexes are found throughout the area as well. Southwest's residential properties have experienced a notable shift from predominately owner-occupied units to renter-occupied units over the last several decades. According to recent estimates, the number of renter occupied units increased to 43% of the housing stock by 2015. This increase in rental occupancy may be due to the abundance of rental homes throughout the area and new affordable rental complexes being constructed. 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 renter-occupied households.

FIGURE 2.9: Southwest Area Housing Tenure



Source: U.S. Census Bureau and Environmental Systems Research Institute (ESRI) 2015

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2.3.3. Housing Unit Type

The dominance of single unit detached housing is typical of local market preferences and housing demand, and it is a common development trend within suburban communities. The majority of the Southwest Area’s housing market consists of single family detached dwellings (68.2%), with the remaining units being distributed between townhomes, 2-4 units (1.5%), 5+ units apartments (27.7%), and manufactured/mobile homes (1.1%). The dominance of single unit detached housing is typical of local market preferences and housing demand, and it is a common development trend within suburban communities. The dominance of single-family detached housing is typical of local market preferences and housing demand, and it is a common development trend within suburban communities.

TABLE 2.3: Housing Units by Type in the Southwest Area

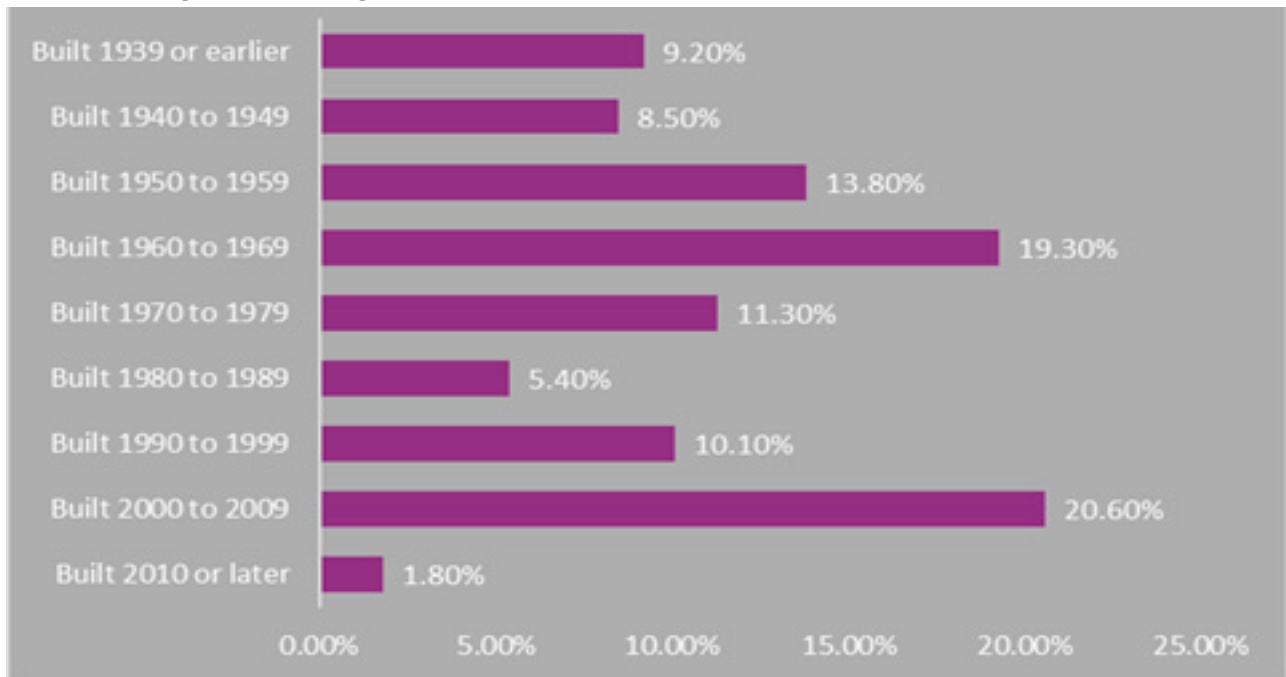
Type of Housing	Number	Percent
Total	6,421	100%
1-Unit Detached	4,381	68.2%
1-Unit Attached	92	1.4%
Townhomes/ 2-4 units	96	1.5%
5+ Units	1,780	27.7%
Mobile Homes	72	1.1

Source: U.S. Census Bureau, 2009-2013 American Community Survey

2.3.4. Age Housing

The majority of housing in the Southwest Area are relatively dated with about 62% of housing built before 1980. Between 2000, and 2010, about 20% of housing in Southwest was constructed. Communities with a variety of housing ages can appeal to a broader group of current and possible future residents.

FIGURE 2.10: Age of Housing Units in Southwest Area

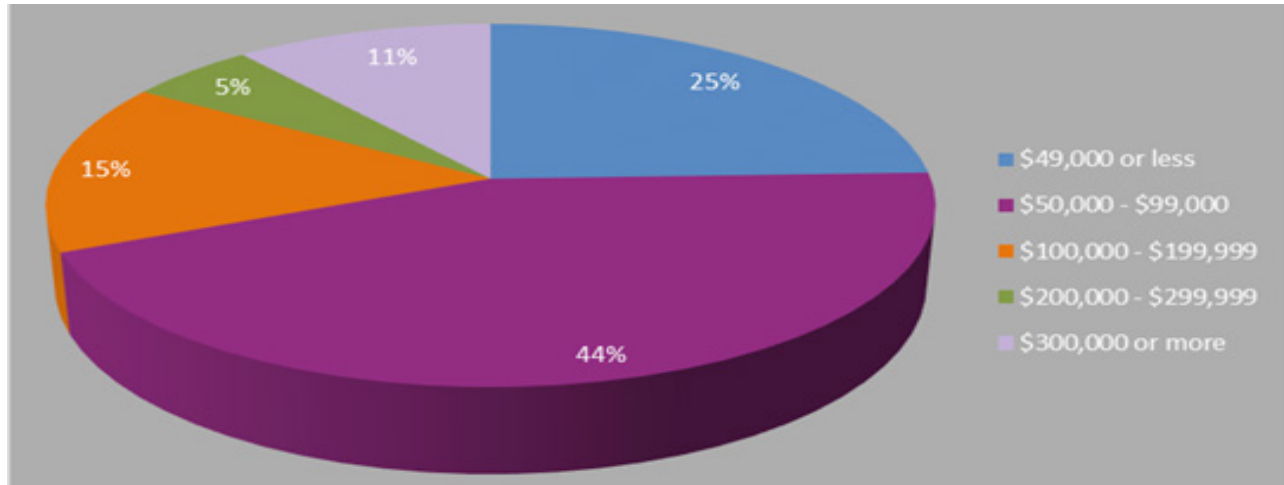


Source: U.S. Census Bureau, 2009-2013 5-Year American Community Survey

2.3.5. Housing Value

The combination of an older housing stock with depressed property values creates a disincentive for property owners. Weak housing demand has somewhat affected median home property valuations. The majority of owner occupied homes in the Southwest Area are valued under \$200,000 (84% of homes).

FIGURE 2.11: Owner-Occupied Housing Unit Values in Southwest

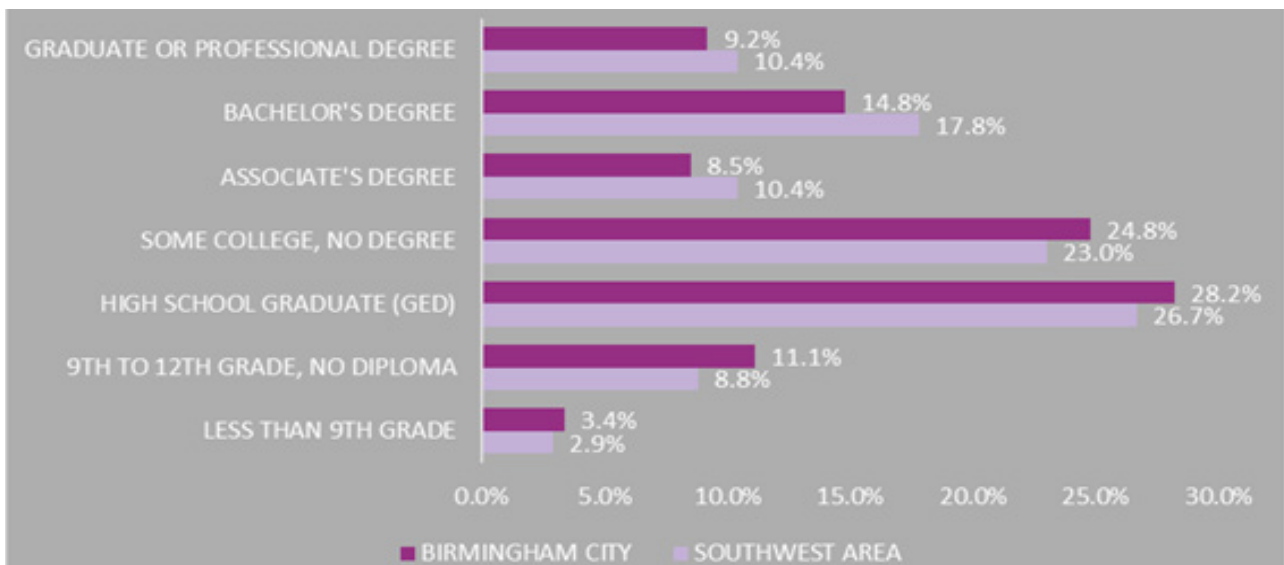


Source: U.S. Census Bureau, 2009-2013 5-Year American Community Survey

2.4. 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 27% of the Southwest Area residents aged 25 and older have a high school diploma and about 12% do not have a high school diploma. By comparison, Birmingham has higher percentages of residents with and without a high school diploma, 28.2% and 14.5% respectively. However, the Southwest Area boasts a higher percentage (38.6%) of residents with a college degree than Birmingham (32.5%).

FIGURE 2.12: Educational Attainment in Southwest Area



Source: U.S. Census Bureau and Environmental Systems Research Institute (ESRI) 2015

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2.5. Community Profiles

2.5.1. Brownville Community Profile

- Population: 2,973
- Households: 1,264
- Educational Attainment:
 - High School Graduate: 32.3%
 - Some College, No Degree: 21.8%
 - Associate Degree: 11%
 - Bachelor's Degree: 11.7%
 - Graduate/Professional Degree: 4.4%
- Median Age: 43.1
- Median Household Income: \$25,670
- Average Household Income: \$34,301
- Average Disposable Income of Households: \$29,376
- Average Household Size: 2.39
- Median Home Value: \$80,528

TABLE 2.4: Brownville Community Profile, 2000-2015

Brownville Population Profile	2000	% in 2000	2015	% in 2015	2010-2015 Change
Total Population	4,019	100.0%	2,974	100.0%	(1,045)
White alone	43	1.1%	74	2.5%	31
Black or African American alone	3,932	97.8%	2,816	94.7%	(1,116)
Other	44	1.1%	83	2.8%	39
American Indian and Alaska Native alone	3	0.1%	9	0.3%	6
Asian alone	2	0.0%	3	0.1%	1
Native Hawaiian and Other Pacific Islander alone	0	0.0%	-	0.0%	-
Some other race alone	4	0.1%	30	1.0%	26
Two or more races	35	0.9%	42	1.4%	7
Brownville Housing Units Profile	2000	% in 2000	2015	% in 2015	2010-2015 Change
Total Housing Units	1,619	100.0%	1,513	100.0%	(106)
Occupied Housing Units	1,446	89.3%	1,214	80.2%	(232)
Owner-Occupied Housing Units	1,042	64.4%	750	49.6%	(291)
Renter Occupied Housing Units	404	24.9%	464	30.7%	61
Vacant Housing Units	173	10.7%	299	19.8%	126

Source: U.S. Census Bureau and ESRI 2015

2.5.2. Grasselli Community Profile

- Population: 2,035
- Households: 848
- Educational Attainment:
 - High School Graduate: 24.3%
 - Some College, No Degree: 33.7%
 - Associate Degree: 14%
 - Bachelor's Degree: 6.4%
 - Graduate/Professional Degree: 6%
- Median Age: 41.7
- Median Household Income: \$22,353
- Average Household Income: \$32,366
- Average Disposable Income of Households: \$27,533
- Average Household Size: 2.39
- Median Home Value: \$84,336

TABLE 2.5: Grasselli Community Profile, 2000-2015

Grasselli Population Profile	2000	% in 2000	2015	% in 2015	2010-2015 Change
Total Population	2,514	100.0%	2,035	100.0%	(479)
White alone	4	0.2%	31	1.5%	27
Black or African American alone	2,500	99.4%	1,977	97.1%	(523)
Other	10	0.4%	20	1.0%	10
American Indian and Alaska Native alone	0	0.0%	-	0.0%	0
Asian alone	0	0.0%	-	0.0%	0
Native Hawaiian and Other Pacific Islander alone	0	0.0%	-	0.0%	0
Some other race alone	0	0.0%	2	0.1%	2
Two or more races	10	0.4%	18	0.9%	8
Grasselli Housing Units Profile	2000	% in 2000	2015	% in 2015	2010-2015 Change
Total Housing Units	1,081	100.0%	1,015	100.0%	(66)
Occupied Housing Units	1,012	93.6%	848	83.5%	(164)
Owner-Occupied Housing Units	644	59.6%	501	49.4%	(143)
Renter Occupied Housing Units	368	34.0%	347	28.4%	(20)
Vacant Housing Units	69	6.4%	167	16.5%	98

Source: U.S. Census Bureau and ESRI 2015

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2.5.3. Southwest Community Profile

- Population: 11,066
- Households: 5,116
- Educational Attainment:
 - High School Graduate: 21.5%
 - Some College, No Degree: 21.5%
 - Associate Degree: 9.6%
 - Bachelor's Degree: 21.4%
 - Graduate/Professional Degree: 13%
- Median Age: 35.8
- Median Household Income: \$35,512
- Average Household Income: \$51,342
- Average Disposable Income of Households: \$41,287
- Average Household Size: 2.21
- Median Home Value: \$119,162

TABLE 2.6: Southwest Community Profile, 2000-2015

Southwest Population Profile	2000	% in 2000	2015	% in 2015	2010-2015 Change
Total Population	9,073	100.0%	11,066	100.0%	1,993
White alone	663	7.3%	2,877	26.0%	2,214
Black or African American alone	8,309	91.6%	7,536	68.1%	(773)
Other	101	1.1%	652.894	5.9%	552
American Indian and Alaska Native alone	6	0.1%	22.132	0.2%	16
Asian alone	47	0.5%	442.64	4.0%	396
Native Hawaiian and Other Pacific Islander alone	1	0.0%	0	0.0%	(1)
Some other race alone	3	0.0%	55.33	0.5%	52
Two or more races	44	0.5%	132.792	1.2%	89
Southwest Housing Units Profile	2000	% in 2000	2015	% in 2015	2010-2015 Change
Total Housing Units	4,610	100.0%	6,204	100.0%	1,594
Occupied Housing Units	3,944	85.6%	5,118	82.5%	1,174
Owner-Occupied Housing Units	2,586	56.1%	2,810	45.3%	224
Renter Occupied Housing Units	1,360	29.5%	2,308	37.3%	948
Vacant Housing Units	666	14.4%	1,086	17.5%	420

Source: U.S. Census Bureau and ESRI 2015

2.6. Property Inventory

In order to assess the level of blight and devise appropriate recommendations and corresponding implementation strategies, the project team conducted a parcel-by-parcel analysis of all the properties in the area. Each property's occupancy, land use, and structure condition were documented. The results of this survey will help the project team and community members identify areas that need reinvestment.

2.6.1. Property Conditions Survey Report

About 57% of the properties in the Southwest Area are in sound condition and 15% of properties are vacant natural. Only about 5% of properties are vacant overgrown and 11% of the properties are occupied by dilapidated or deteriorated structures.

TABLE 2.7: Southwest Area Property Conditions Report

Parcel Conditions	Total	% of Total
Sound	5,450	57%
Occupied	5,371	99%
Unoccupied	79	1%
Deteriorated	640	7%
Occupied	445	70%
Unoccupied	195	30%
Dilapidated	370	4%
Occupied	31	8%
Unoccupied	339	92%
Vacant	3,117	33%
Maintained	1,198	38%
Natural	1,432	46%
Overgrown	487	16%

TABLE 2.8: Southwest Area Property Conditions Report for Properties with Structures

Land Use	Total	Property Conditions					
		Sound		Deteriorated		Dilapidated	
		Occupied	Unoccupied	Occupied	Unoccupied	Occupied	Unoccupied
Single Family	5,987	82%	1%	7%	3%	1%	5%
Multi-Family	45	76%	0%	9%	7%	0%	9%
Commercial	105	63%	8%	6%	7%	0%	15%
Industrial	150	96%	3%	0%	1%	0%	0%
Institutional	100	89%	3%	1%	5%	0%	2%

TABLE 2.9: Southwest Area Property Conditions Report for Properties without Structures

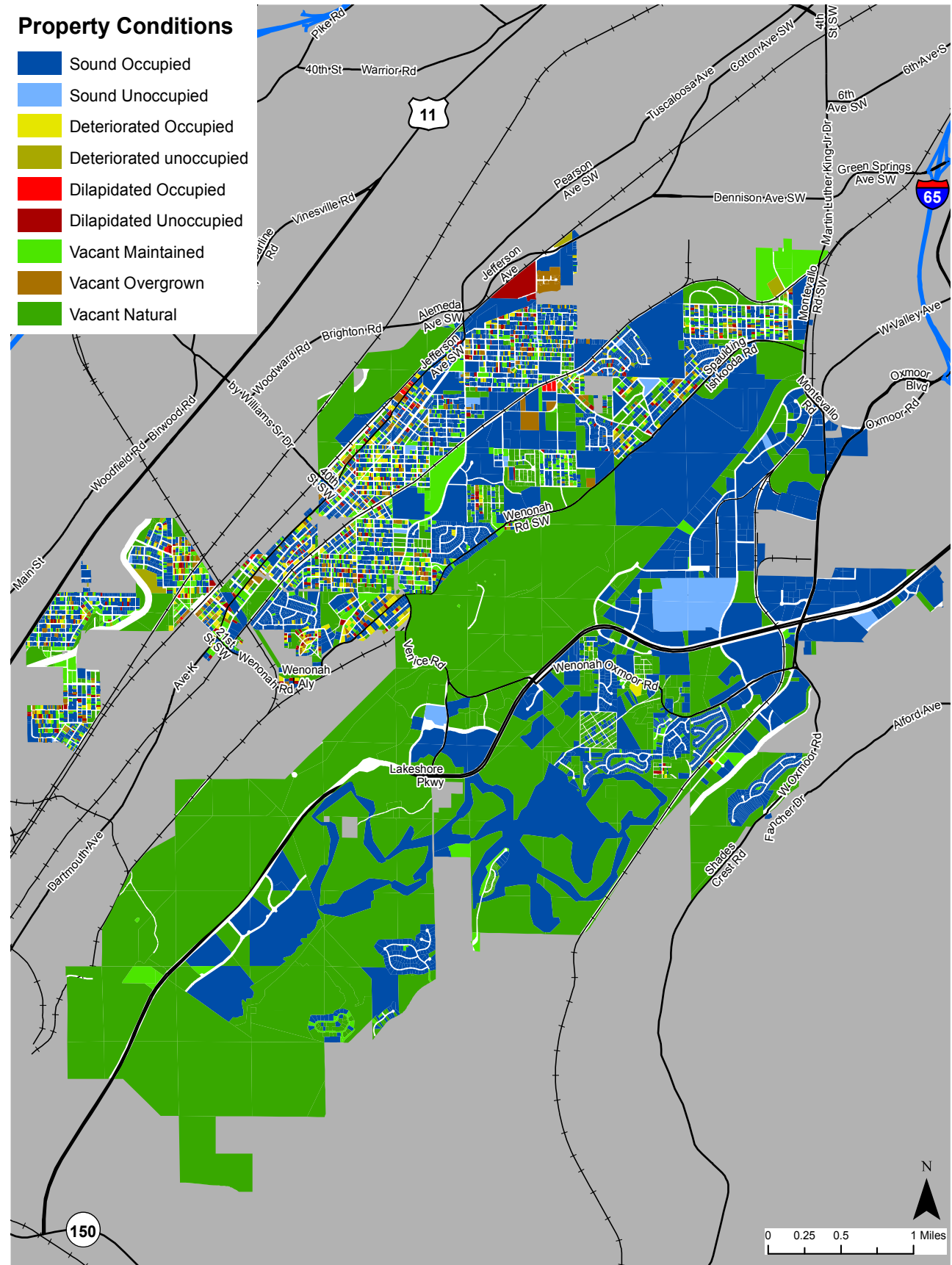
Land Use	Property Conditions			
	Total	Maintained	Vacant Natural	Overgrown
Parks/Open Space	32	100%	0%	0%
Transportation	36	100%	0%	0%
Vacant	3,037	37%	47%	16%

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TABLE 2.10: 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 2.13: Southwest Area Property Conditions Map



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FIGURE 2.14: Southwest Area Property Conditions Heat Map

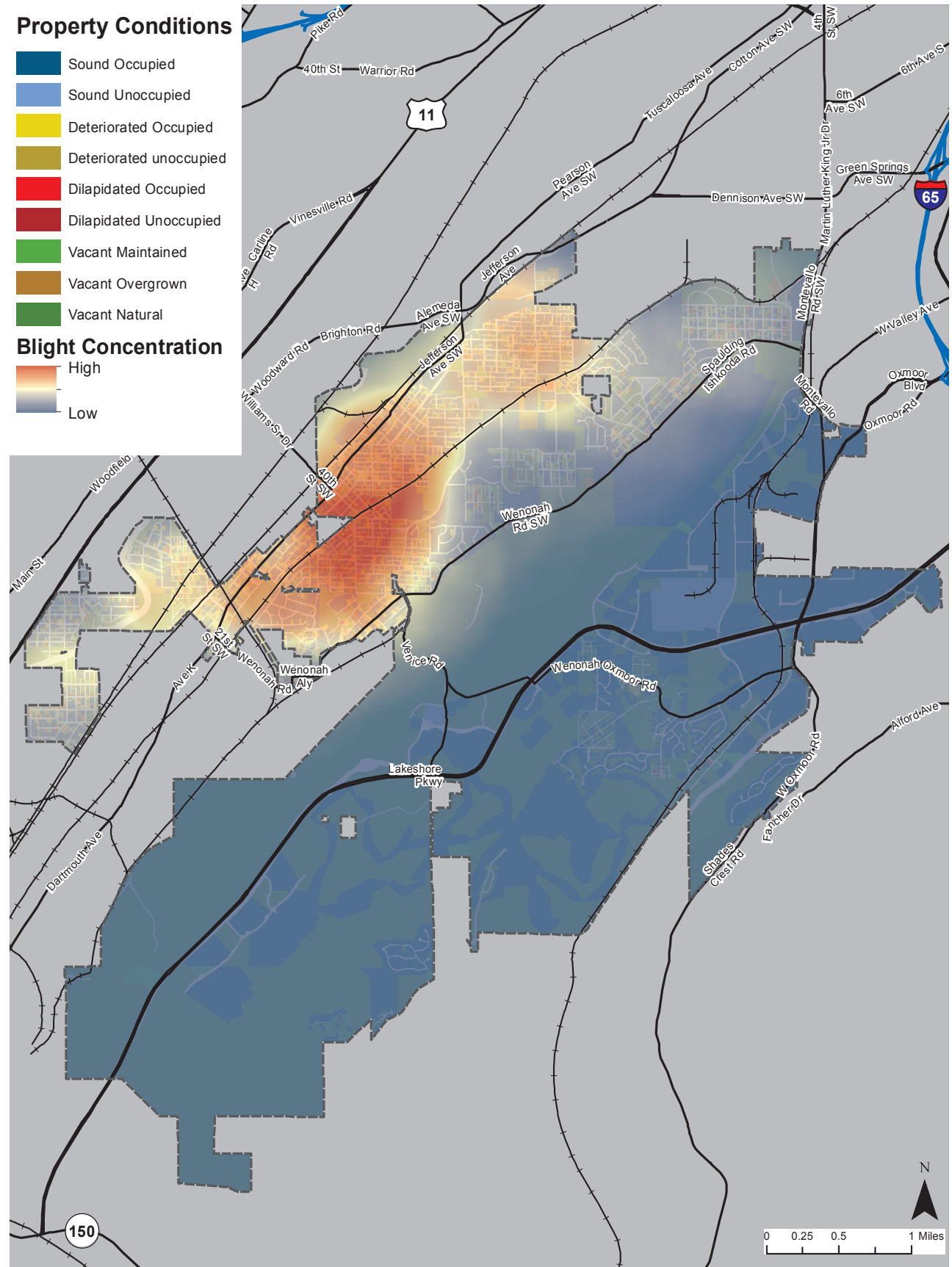


TABLE 2.11: Brownville Community Property Conditions Report

Parcel Conditions	Total	% of Total
Sound	1,046	50%
Occupied	1,031	99%
Unoccupied	15	1%
Deteriorated	220	10%
Occupied	157	71%
Unoccupied	63	29%
Dilapidated	115	5%
Occupied	8	7%
Unoccupied	107	93%
Vacant	717	35%
Maintained	358	50%
Natural	195	27%
Overgrown	164	23%

TABLE 2.12: Brownville Community Property Conditions Report for Properties with Structures

Land Use	Property Conditions						
	Total	Sound		Deteriorated		Dilapidated	
		Occupied	Unoccupied	Occupied	Unoccupied	Occupied	Unoccupied
Single Family	1,328	74%	1%	11%	4%	1%	8%
Multi-Family (2-10 units)	13	69%	0%	15%	8%	0%	8%
Commercial (Retail & Wholesale and Office)	14	50%	7%	0%	14%	0%	29%
Institutional	24	88%	0%	0%	4%	0%	8%

TABLE 2.13: Brownville Property Conditions Report for Properties without Structures

Land Use	Property Conditions			
	Total	Maintained	Vacant Natural	Overgrown
Parks/Open Space	10	100%	0%	0%
Transportation	3	100%	0%	0%
Vacant	699	49%	28%	23%

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FIGURE 2.15: Brownville Community Property Conditions Map

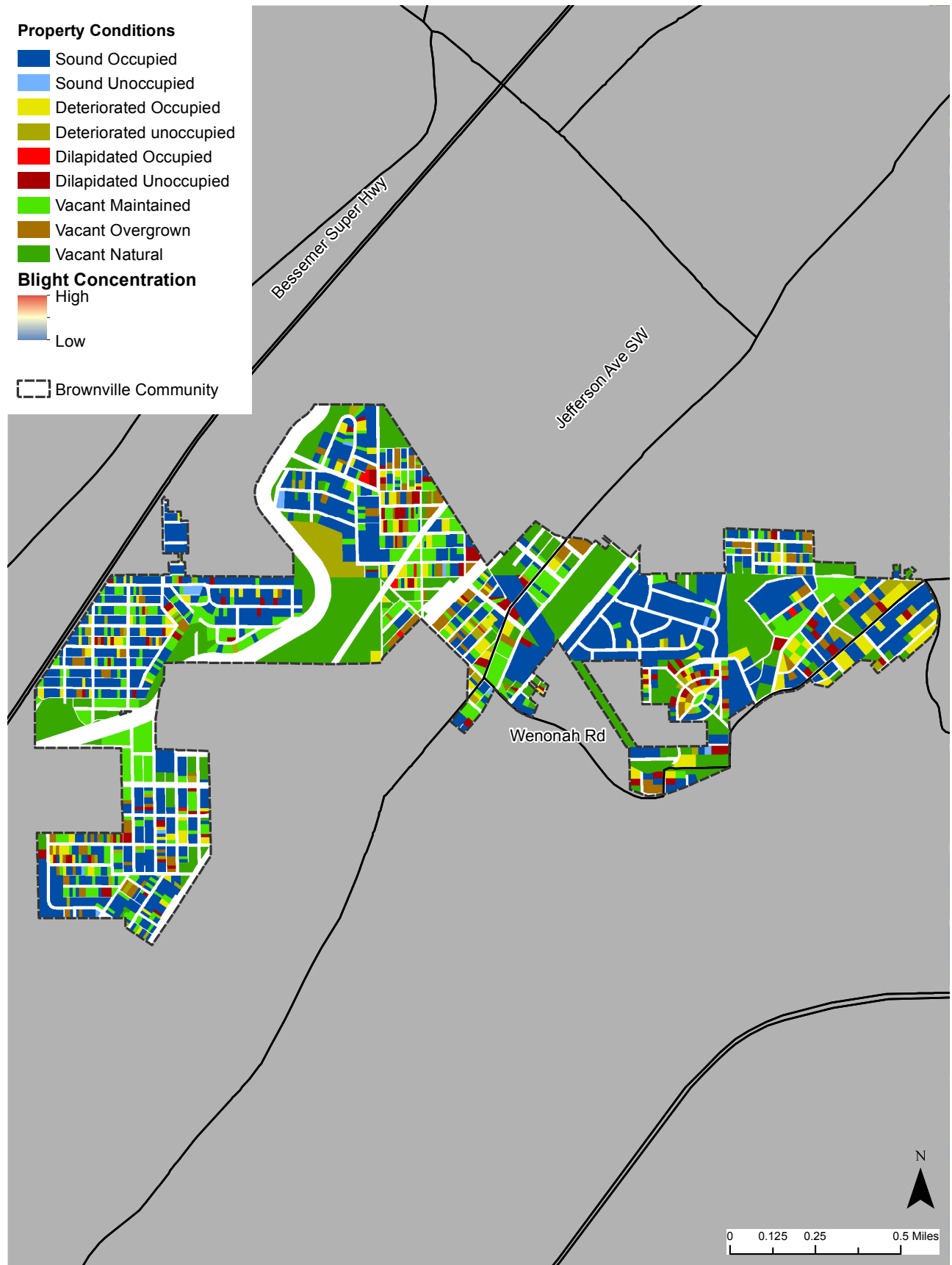
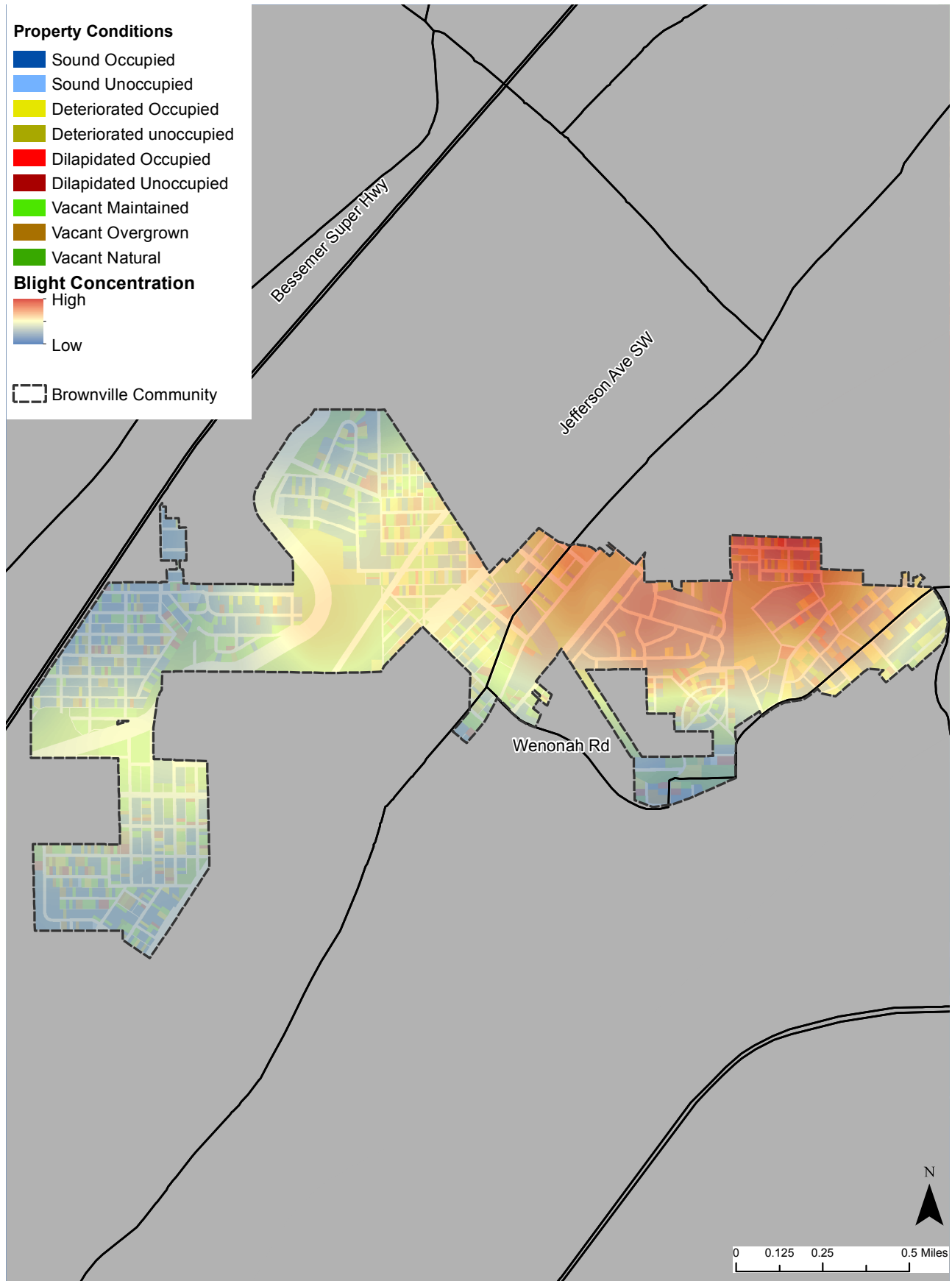


FIGURE 2.16: Brownville Community Property Conditions Heat Map



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TABLE 2.14: Grasselli Community Property Conditions Report

Parcel Conditions	Total	% of Total
Sound	820	55%
Occupied	811	99%
Unoccupied	9	1%
Deteriorated	130	9%
Occupied	105	81%
Unoccupied	25	19%
Dilapidated	67	4%
Occupied	7	10%
Unoccupied	60	90%
Vacant	485	32%
Maintained	259	53%
Natural	149	31%
Overgrown	77	16%

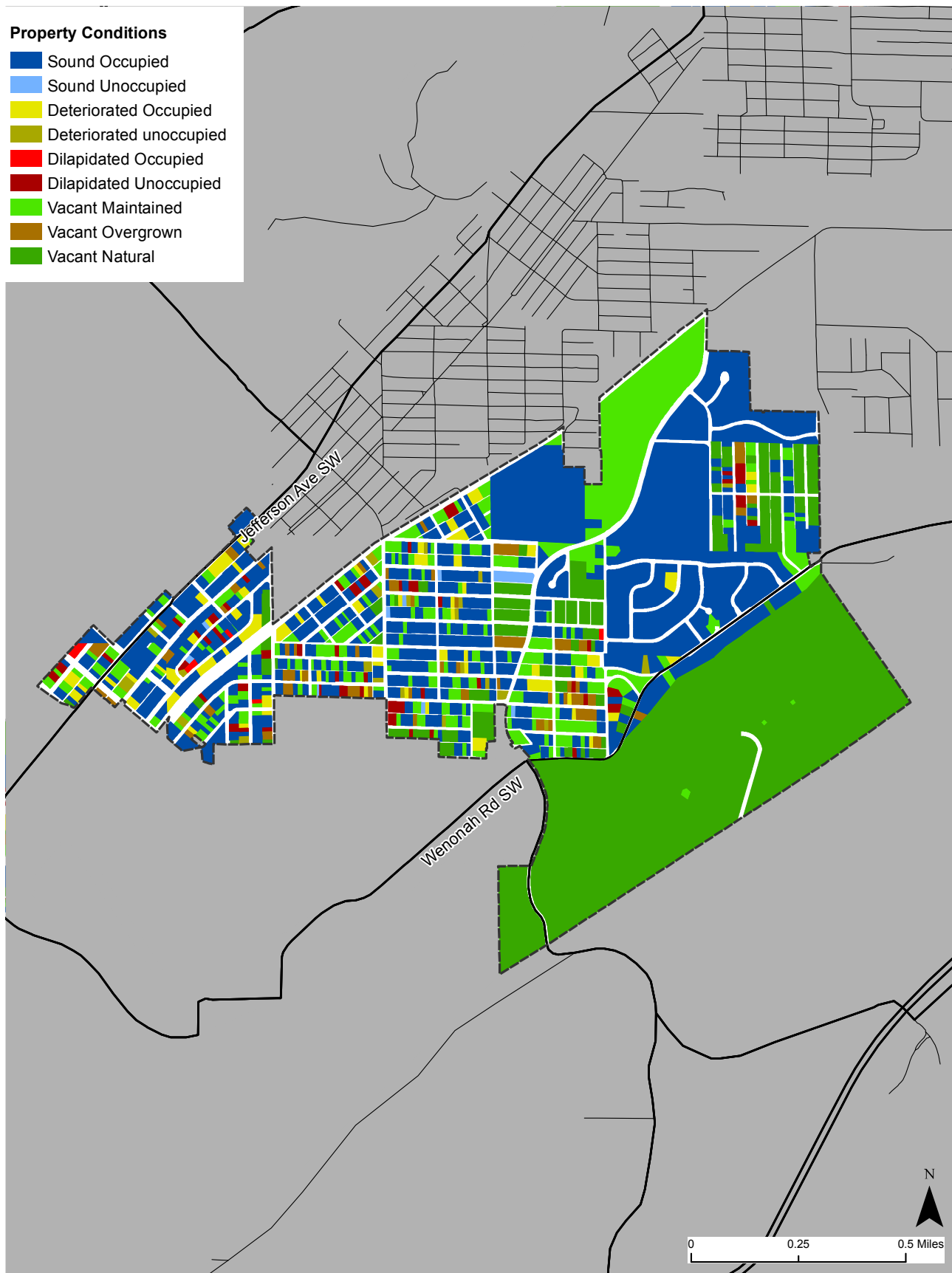
TABLE 2.15: Grasselli Community Property Conditions Report for Properties with Structures

Land Use	Property Conditions						
	Total	Sound		Deteriorated		Dilapidated	
		Occupied	Unoccupied	Occupied	Unoccupied	Occupied	Unoccupied
Single Family	1,001	79%	1%	10%	2%	1%	6%
Multi-Family (2-10 units)	11	82%	0%	0%	9%	0%	9%
Commercial (Retail & Wholesale and Office)	5	40%	0%	20%	20%	0%	20%
Industrial (Heavy and Light)	1	100%	0%	0%	0%	0%	0%
Institutional	11	91%	0%	9%	0%	0%	0%

TABLE 2.16: Grasselli Community Property Conditions Report for Properties without Structures

Land Use	Property Conditions			
	Total	Maintained	Vacant Natural	Overgrown
Parks/Open Space	4	100%	0%	0%
Transportation	2	100%	0%	0%
Vacant	457	51%	33%	16%

FIGURE 2.17: Grasselli Community Property Conditions Map



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FIGURE 2.18: Grasselli Community Property Conditions Heat Map

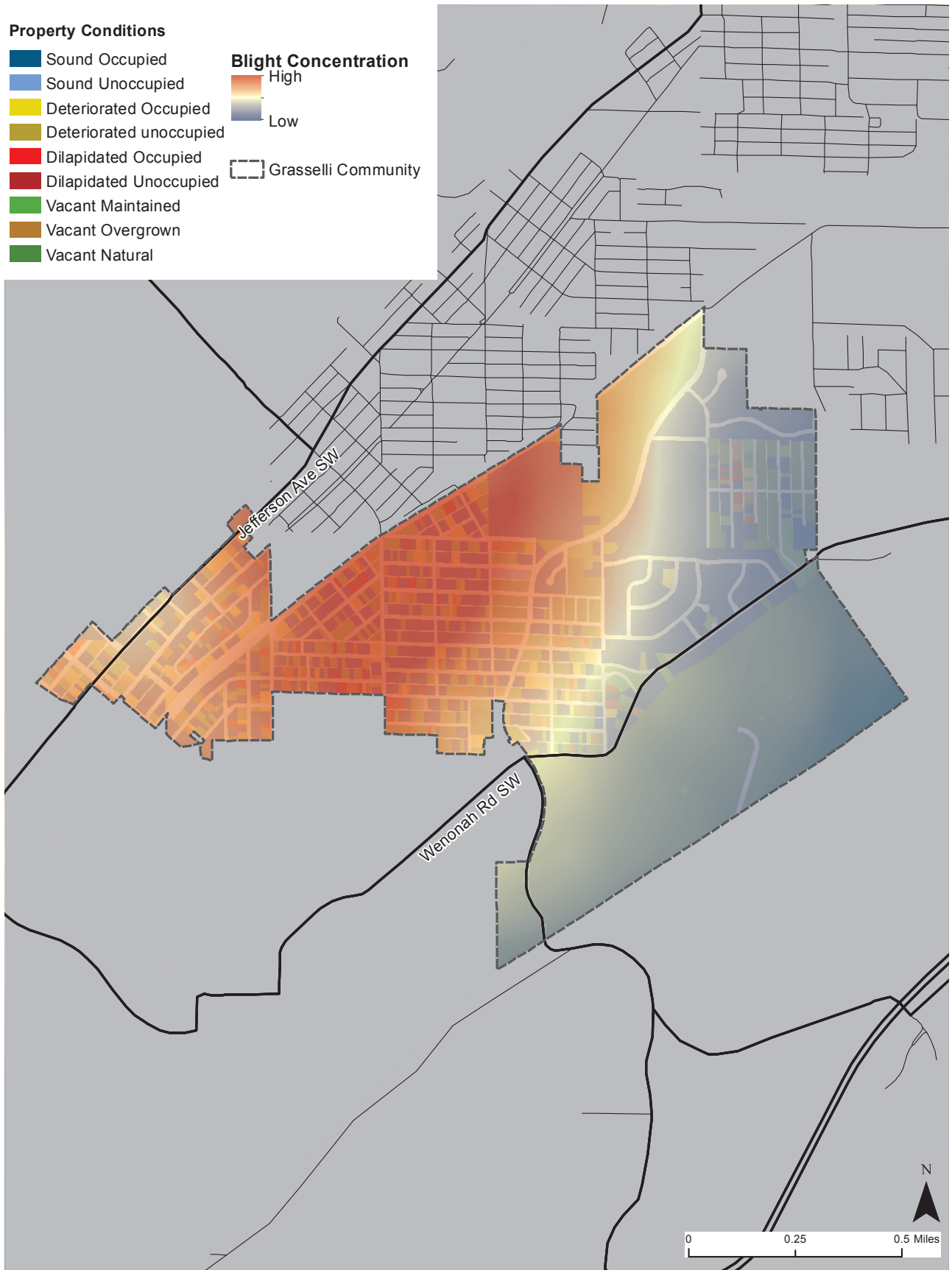


TABLE 2.17: Southwest Community Property Conditions Report

Parcel Conditions	Total	% of Total
Sound	3,584	60%
Occupied	3,529	98%
Unoccupied	55	2%
Deteriorated	290	5%
Occupied	183	63%
Unoccupied	107	37%
Dilapidated	188	3%
Occupied	16	9%
Unoccupied	172	91%
Vacant	1915	32%
Maintained	581	30%
Natural	1,088	57%
Overgrown	246	13%

TABLE 2.18: Southwest Community Property Conditions Report for Properties with Structures

Land Use	Property Conditions						
	Total	Sound		Deteriorated		Dilapidated	
		Occupied	Unoccupied	Occupied	Unoccupied	Occupied	Unoccupied
Single Family	3,658	86%	1%	5%	3%	0%	4%
Multi-Family (2-10 units)	21	76%	0%	10%	5%	0%	10%
Commercial (Retail & Wholesale and Office)	105.4	0%	0%	0%	0%	0%	0%
Industrial (Heavy and Light)	820.16	86%	14%	0%	0%	0%	0%
Institutional	197	89%	7%	2%	2%	0%	0%

TABLE 2.19: Southwest Community Property Conditions Report for Properties without Structures

Land Use	Property Conditions			
	Total	Maintained	Vacant Natural	Overgrown
Parks/Open Space	23	100%	0%	0%
Transportation	31	100%	0%	0%
Vacant	1887	30%	58%	13%

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FIGURE 2.19: Southwest Community Property Conditions Map

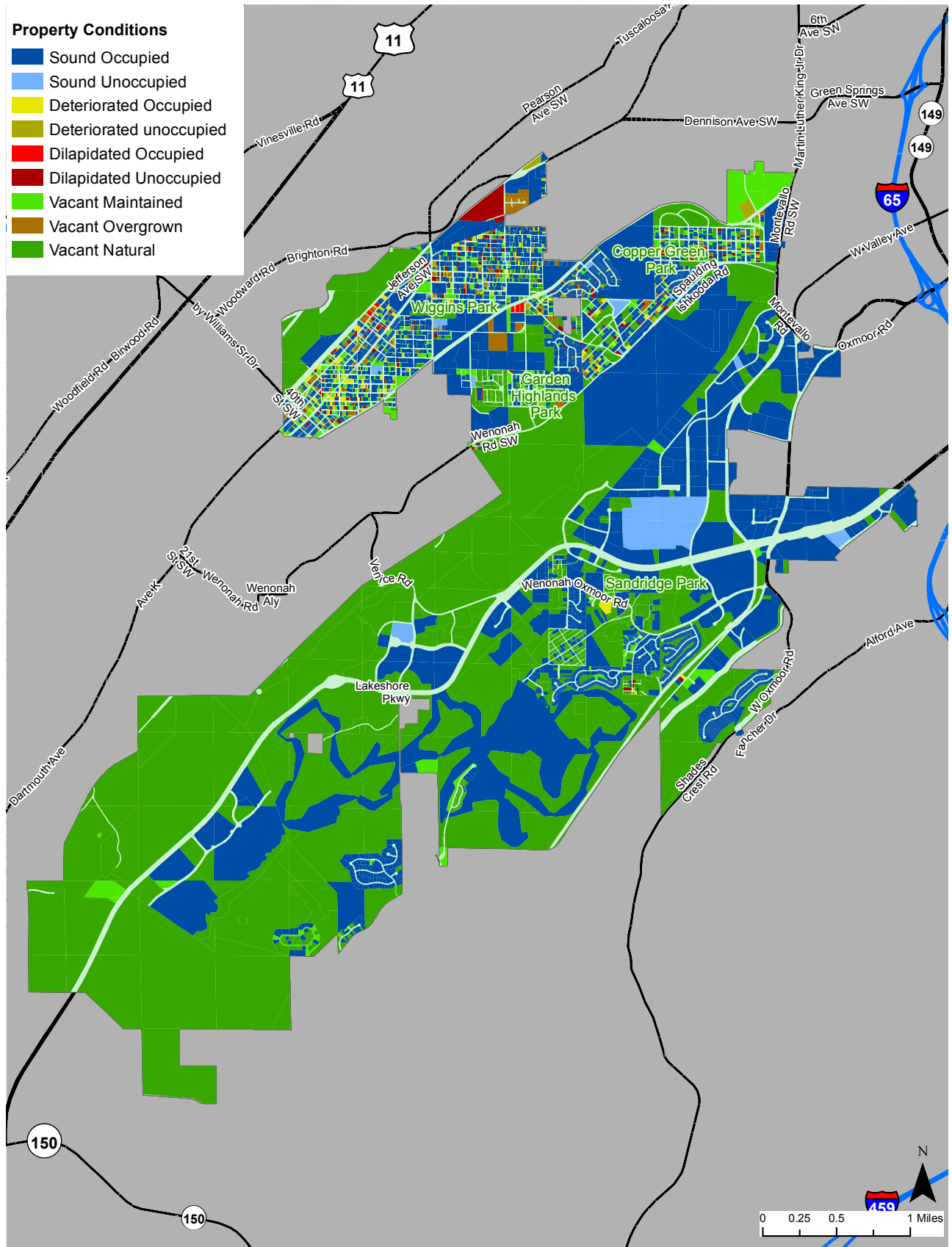
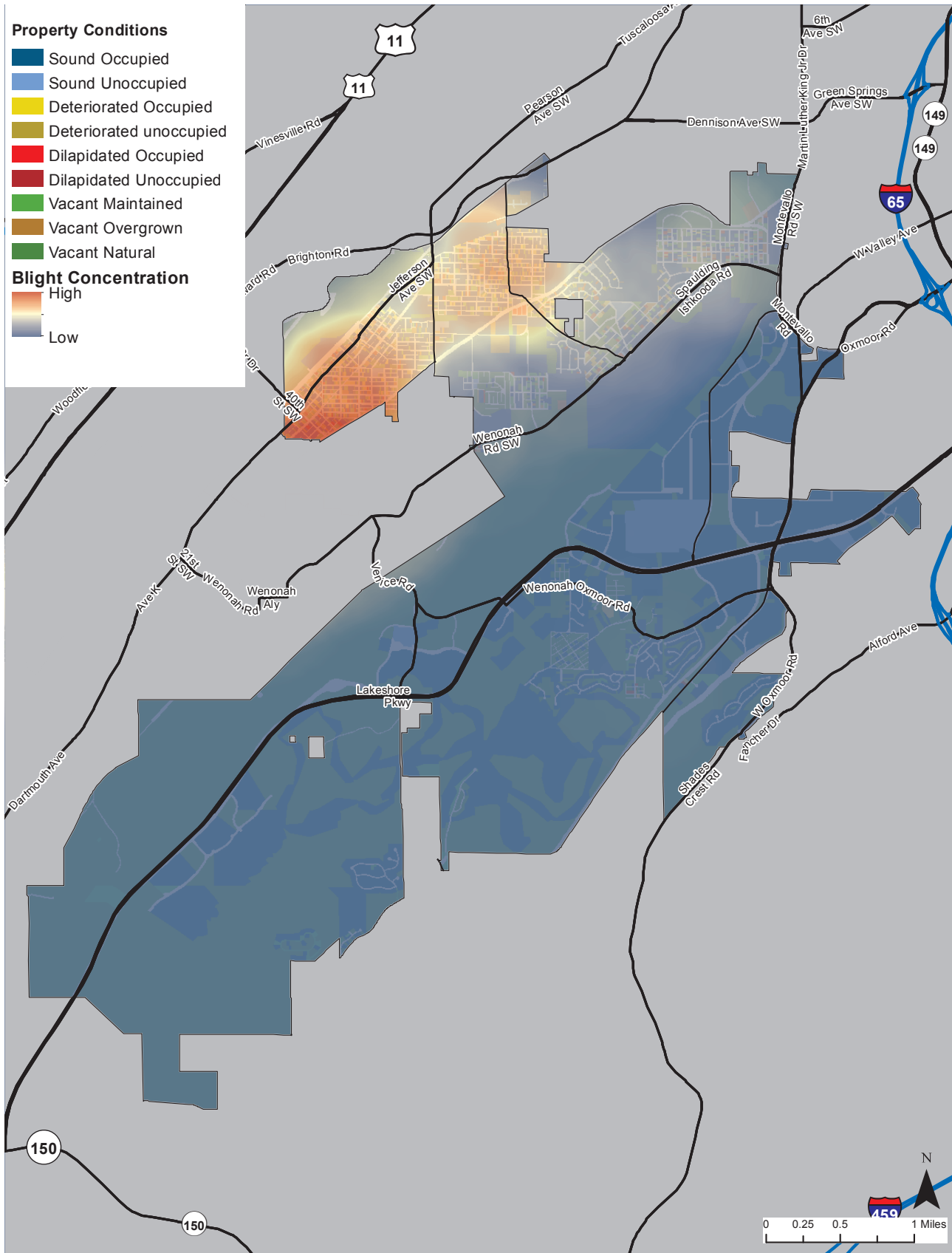


FIGURE 2.20: Southwest Community Property Conditions Heat Map



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2.6.2. Tax Delinquency

Tax delinquency appears to be an issue that has accelerated over the past 5 years. There are 1,868 tax delinquent properties in the Southwest Area. Many of these properties have been delinquent for several years, indicating that the owners have simply walked away from them. These properties would accrue liens for both taxes and other unpaid bills like grass cutting. Until 2014, liens and fines would make these properties unattractive for investors because of how low property values would not make property acquisition financially feasible. However, recently the City of Birmingham has implemented the Land Bank program.

Properties that have not had their taxes paid for 5 or more years are eligible to be obtained by the Land Bank. Of the 1,868 that are tax delinquent, 822 (44%) have become delinquent over the last 5 years. 1,028 (55%) have not had their taxes paid for 5 or more years. In fact, the Southwest Community has the most tax delinquent properties in the Southwest Area, totaling 1,001. Of the 1,001 properties, 438 have become tax delinquent in the last 5 years. While 563 properties have been tax delinquent for 5 or more years.

TABLE 2.20: Tax Delinquent Parcels, by Community

Community	Properties	1-4 years Uncollected Taxes	1-4 years % of total tax delinquent properties	5+ years Uncollected Taxes	5+ years % of total tax delinquent properties
Brownville	564	251	13%	295	16%
Grasselli	303	133	7%	170	9%
Southwest	1001	438	23%	563	30%
Total Southwest Area:	1868	822	44%	1028	55%

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FIGURE 2.22: Brownville Community Tax Delinquent Properties Map

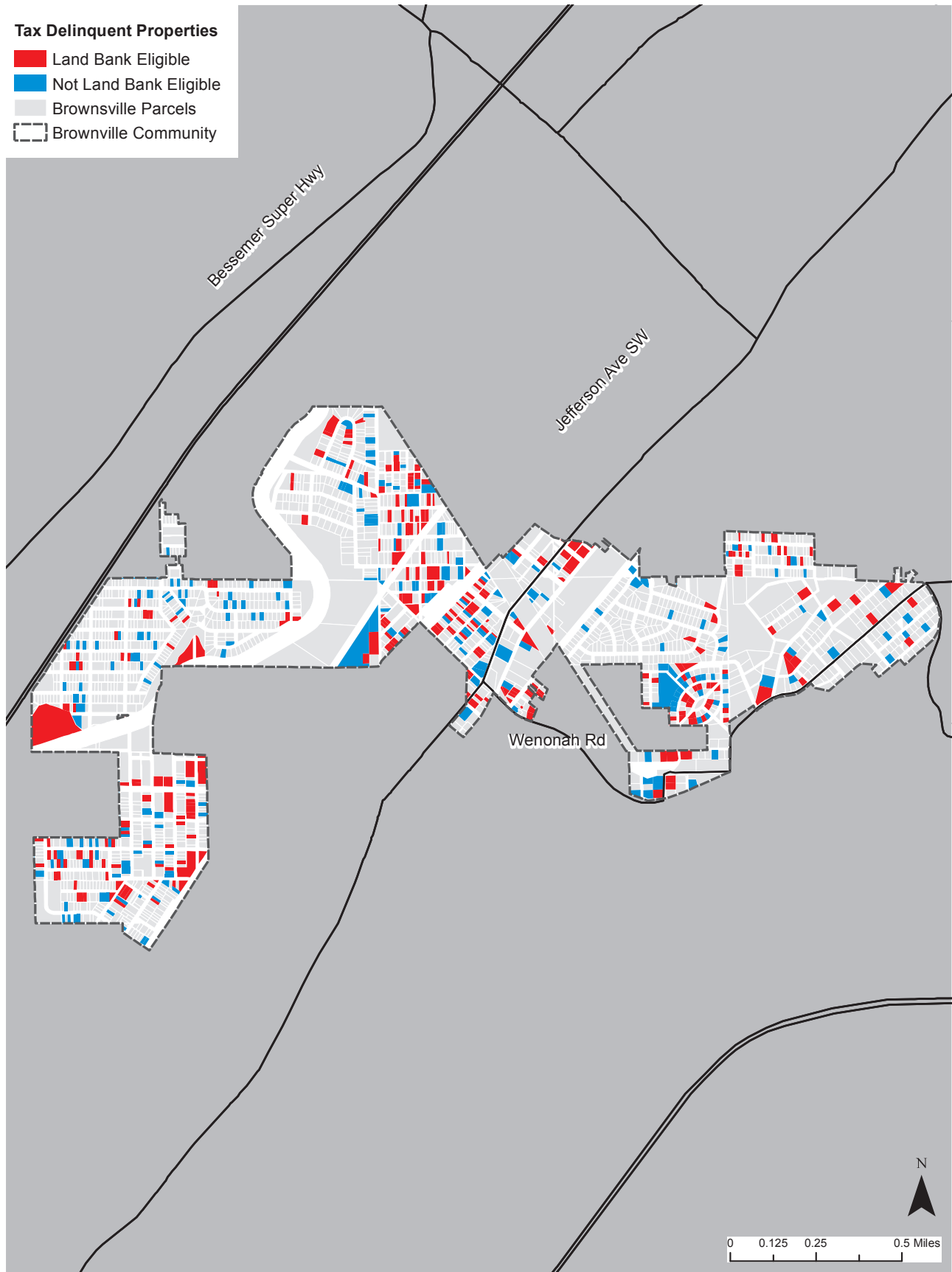
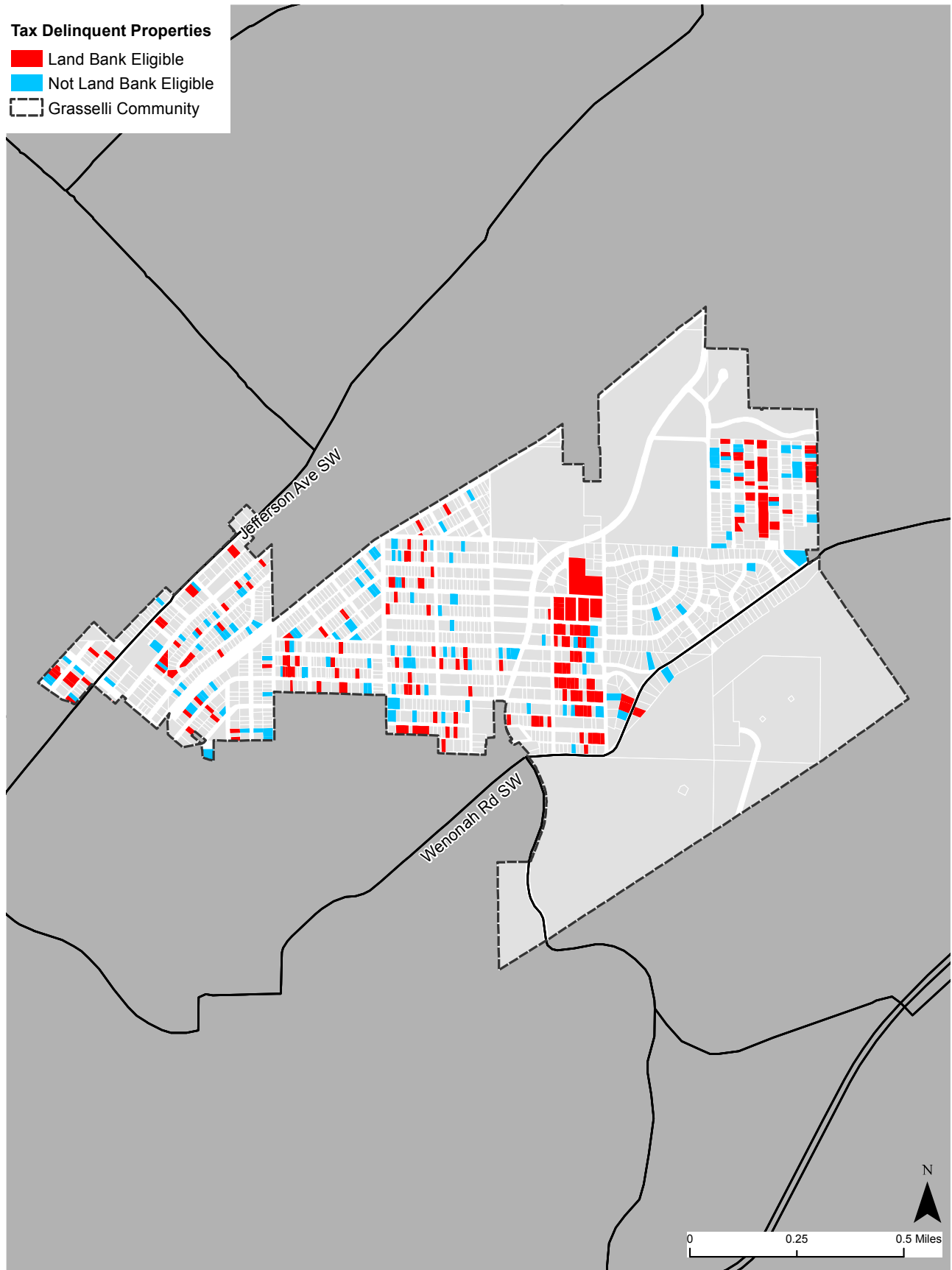
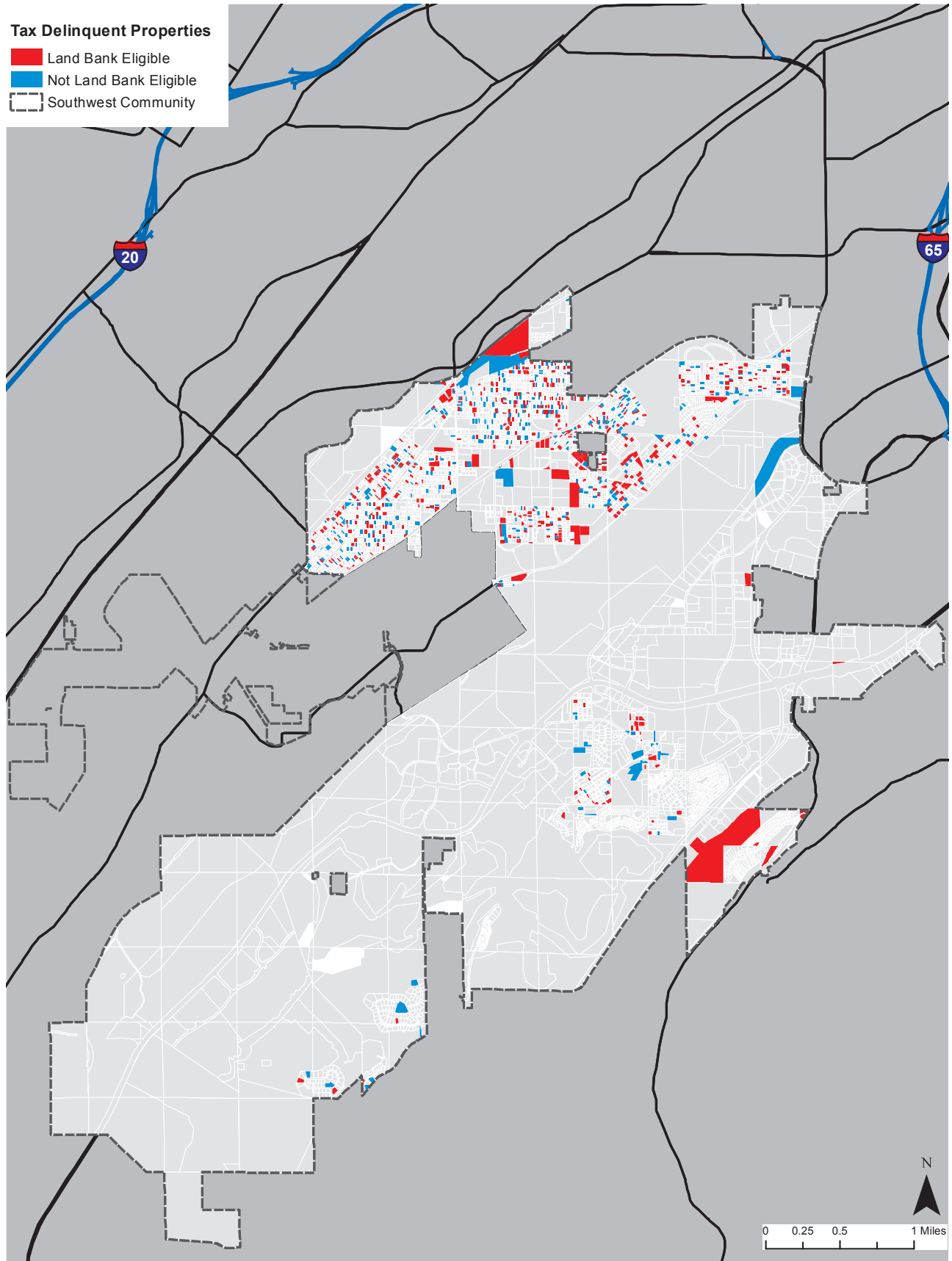


FIGURE 2.23: Grasselli Community Tax Delinquency Map



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FIGURE 2.24: Southwest Community Tax Delinquent Properties Map



2.7. Property Ownership

The major property owners in an area, both public and private, are important to know when planning. Large land areas owned by a few individuals or entities can provide major opportunities. The project team has reached out to and engaged with several of the major land owners in the area for the purpose of bring them on board the plan's development. Knowing the ideas and plans of these major land owners can help develop recommendations in the final plan that are practical and serve all area stakeholders.

2.7.1. Public Ownership

Approximately 9% of the land (1,053 acres) in the Southwest Area is owned by the Red Mountain Greenway and Recreation Area Commission. The Teacher's Retirement System of Alabama owns 4% (508 acres), and the City of Birmingham owns 3% of the land (296 acres).

2.7.2. Private Ownership

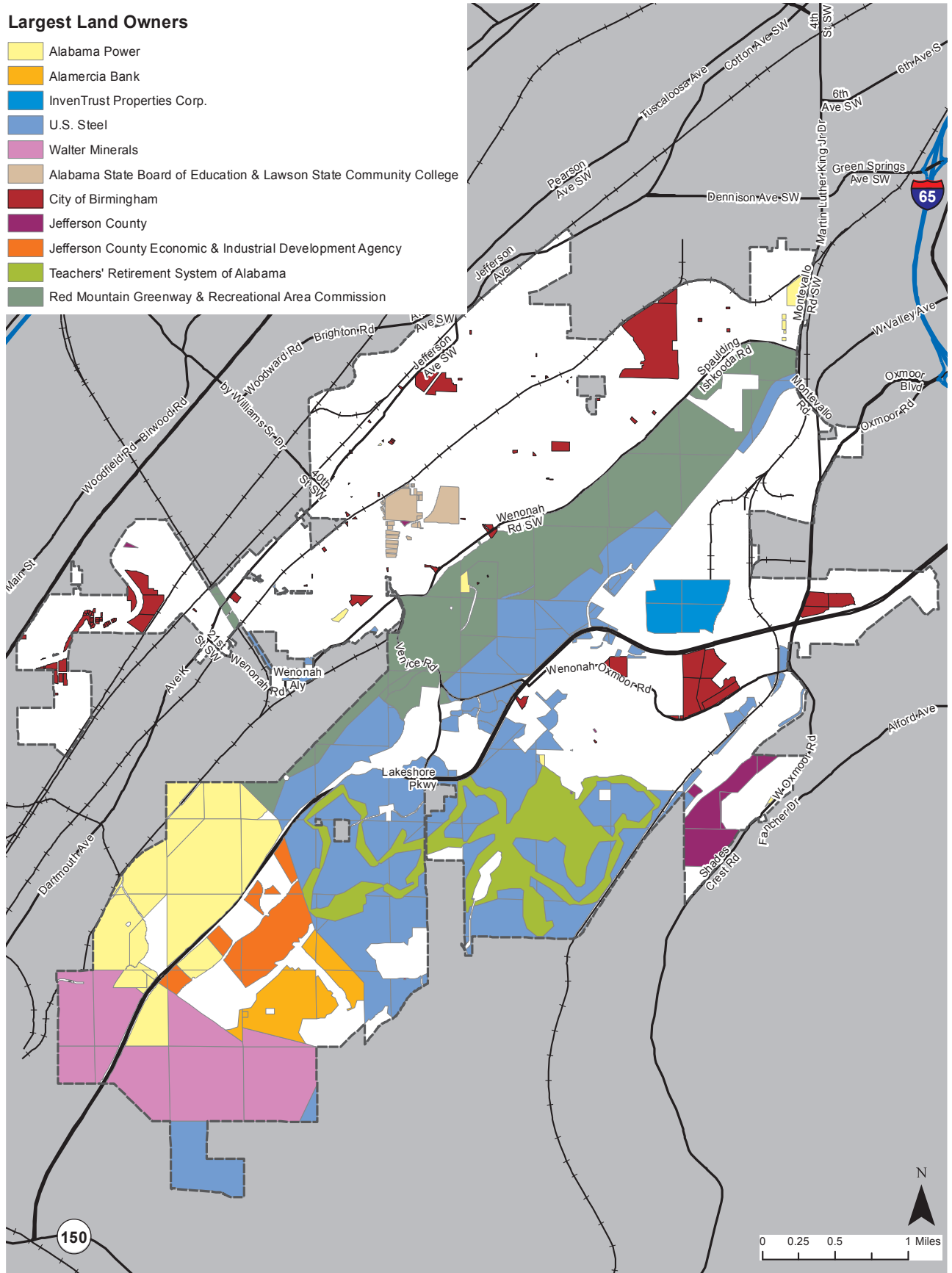
The largest private land owners include U.S. Steel (1780.53 acres), Alabama Power (688.74 acres), Water Minerals (711.35), Alamerica Bank (179.69 acres) and InvenTrust Properties Corporation (113.82 acres).

TABLE 2.21: Southwest Area Largest Land Owners

Owner	Ownership	Acres	Percent
Alabama Power	Private	688.73	6%
Alamerica Bank	Private	179.69	2%
InvenTrust Properties Corporation	Private	113.82	1%
U.S. Steel	Private	1780.53	15%
Walter Minerals	Private	711.34	6%
Alabama State Board of Education & Lawson State Community College	Public	70	1%
City of Birmingham	Public	296	3%
Jefferson County	Public	113	1%
Jefferson County Economic & Industrial Board	Public	172	1%
Teacher' Retirement System of Alabama	Public	508	4%
Red Mountain Greenway & Recreational Area Commission	Public	1,053	9%
Birmingham Water Works	Public	37.59	0%
City of Birmingham Board of Education	Public	12.57	0%
Total		5735.67	49%

COMMUNITY RENEWAL

FIGURE 2.25: Southwest Area Property Ownership Map



2.8. 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 the Southwest Area, crime occurred at a lower rate (54.9 offenses per 1000 people) than the City of Birmingham (80.2 offenses per 1000 people). The majority (83.6%) of crimes were property crimes, which largely consisted of two offenses, burglary (26.6%) and larceny-theft (35.8%). These were also two of the most prevalent offenses, occurring at a rate of 14.6 offenses per 1000 people, for the former, and 19.6, for the latter. Though the prevailing offenses reported in the Southwest Area were property crimes, aggravated assault, a violent crime, accounted for the fourth most reported offense (11.6%), occurring at a rate of 6.4 offenses per 1000 people. In contrast, the City of Birmingham had a higher frequency of aggravated assaults per 1000 people (7.7).

TABLE 2.22: Southwest Area Public Safety Report, 2013

CRIME CLASSIFICATIONS	OFFENSES	SOUTHWEST AREA ¹		BIRMINGHAM ²	
		Number	Percentage	Number	Percentage
Violent Crimes	Aggravated Assault	105	11.6%	1,642	9.7%
	Forcible Rape/Sodomy	27	3.0%	178	1.0%
	Murder	4	0.4%	63	0.4%
	Robbery	12	1.3%	969	5.7%
Property Crimes	Arson	8	0.9%	0	0.0%
	Burglary	240	26.6%	4,018	23.6%
	Larceny-Theft	323	35.8%	8,661	50.9%
	Motor Vehicle Theft	184	20.4%	1,478	8.7%
Total	All Offenses	903	100%	17,009	100%

¹(Table 2.22 and Table 2.23) 2013 data is derived from the City of Birmingham Police Department crime statistics.

²(Table 2.22 and Table 2.23) 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

TABLE 2.23: Southwest Area Public Safety Report by Offense Rates, 2013

CRIME CLASSIFICATIONS	OFFENSES	SOUTHWEST AREA ¹	BIRMINGHAM ²
		(population 16,447) Offense Rates per 1000 People	(population 212,001) Offense Rates per 1000 People
Violent Crimes	Aggravated Assault	6.4	7.7
	Forcible Rape/Sodomy	1.6	0.8
	Murder	.2	0.3
	Robbery	.7	4.6
Property Crimes	Arson	.5	0.0
	Burglary	14.6	19.0
	Larceny-Theft	19.6	40.9
	Motor Vehicle Theft	11.2	7.0
Total	All Offenses	54.9	80.2

¹(Table 2.22 and Table 2.23) 2013 data is derived from the City of Birmingham Police Department crime statistics.

²(Table 2.22 and Table 2.23) 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.

2.8.1. Brownville Public Safety Report

TABLE 2.24: Brownville Community Public Safety Report, 2013

CRIME CLASSIFICATIONS	OFFENSES	BROWNVILLE ¹		BIRMINGHAM ²	
		Number	Percentage	Number	Percentage
Violent Crimes	Aggravated Assault	26	19.5%	1,642	9.7%
	Forcible Rape/Sodomy	0	0.0%	178	1.0%
	Murder	0	0.0%	63	0.4%
	Robbery	5	3.8%	969	5.7%
Property Crimes	Arson	1	0.8%	0	0.0%
	Burglary	36	27.1%	4,018	23.6%
	Larceny-Theft	40	30.1%	8,661	50.9%
	Motor Vehicle Theft	25	18.8%	1,478	8.7%
Total	All Offenses	133	100%	17,009	100%

¹(Table 2.24 and Table 2.25) 2013 data is derived from the City of Birmingham Police Department crime statistics.

²(Table 2.24 and Table 2.25) 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.

TABLE 2.25: Brownville Community Public Safety Report by Offense Rates, 2013

CRIME CLASSIFICATIONS	OFFENSES	BROWNVILLE ¹	BIRMINGHAM ²
		(population 2852)	(population 212,001)
		Offense Rates per 1000 People	Offense Rates per 1000 People
Violent Crimes	Aggravated Assault	9.1	7.7
	Forcible Rape/Sodomy	-	0.8
	Murder	-	0.3
	Robbery	1.8	4.6
Property Crimes	Arson	0.4	0.0
	Burglary	12.6	19.0
	Larceny-Theft	14.0	40.9
	Motor Vehicle Theft	8.8	7.0
Total	All Offenses	46	80.2

¹(Table 2.24 and Table 2.25) 2013 data is derived from the City of Birmingham Police Department crime statistics.

²(Table 2.24 and Table 2.25) 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.

COMMUNITY RENEWAL

2.8.2. Grasselli Public Safety Report

TABLE 2.26: Grasselli Community Public Safety Report, 2013

CRIME CLASSIFICATIONS	OFFENSES	GRASSELLI ¹		BIRMINGHAM ²	
		Number	Percentage	Number	Percentage
Violent Crimes	Aggravated Assault	19	13.1%	1,642	9.7%
	Forcible Rape/Sodomy	5	3.4%	178	1.0%
	Murder	1	0.7%	63	0.4%
	Robbery	0	0.0%	969	5.7%
Property Crimes	Arson	3	2.1%	0	0.0%
	Burglary	36	24.8%	4,018	23.6%
	Larceny-Theft	55	37.9%	8,661	50.9%
	Motor Vehicle Theft	26	17.9%	1,478	8.7%
Total	All Offenses	145	100%	17,009	100%

¹(Table 2.26 and Table 2.27) 2013 data is derived from the City of Birmingham Police Department crime statistics.

²(Table 2.26 and Table 2.27) 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.

TABLE 2.27: Grasselli Community Public Safety Report by Offense Rates, 2013

CRIME CLASSIFICATIONS	OFFENSES	GRASSELLI ¹	BIRMINGHAM ²
		(population 2077)	(population 212,001)
		Offense Rates per 1000 People	Offense Rates per 1000 People
Violent Crimes	Aggravated Assault	9.1	7.7
	Forcible Rape/Sodomy	2.4	0.8
	Murder	0.5	0.3
	Robbery	0.0	4.6
Property Crimes	Arson	1.4	0.0
	Burglary	17.3	19.0
	Larceny-Theft	26.5	40.9
	Motor Vehicle Theft	12.5	7.0
Total	All Offenses	69.8	80.2

¹(Table 2.26 and Table 2.27) 2013 data is derived from the City of Birmingham Police Department crime statistics.

²(Table 2.26 and Table 2.27) 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.

2.8.3. Southwest Public Safety Report

TABLE 2.28: Southwest Community Public Safety Report, 2013

CRIME CLASSIFICATIONS	OFFENSES	SOUTHWEST ¹		BIRMINGHAM ²	
		Number	Percentage	Number	Percentage
Violent Crimes	Aggravated Assault	60	9.6%	1,642	9.7%
	Forcible Rape/Sodomy	22	3.5%	178	1.0%
	Murder	3	0.5%	63	0.4%
	Robbery	7	1.1%	969	5.7%
Property Crimes	Arson	4	0.6%	0	0.0%
	Burglary	168	26.9%	4,018	23.6%
	Larceny-Theft	228	36.5%	8,661	50.9%
	Motor Vehicle Theft	133	21.3%	1,478	8.7%
Total	All Offenses	625	100%	17,009	100%

¹(Table 2.28 and Table 2.29) 2013 data is derived from the City of Birmingham Police Department crime statistics.

²(Table 2.28 and Table 2.29) 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.

TABLE 2.29: Southwest Community Public Safety Report by Offense Rates, 2013

CRIME CLASSIFICATIONS	OFFENSES	SOUTHWEST ¹	BIRMINGHAM ²
		(population 11,518)	(population 212,001)
		Offense Rates per 1000 People	Offense Rates per 1000 People
Violent Crimes	Aggravated Assault	5.2	7.7
	Forcible Rape/Sodomy	1.9	0.8
	Murder	0.3	0.3
	Robbery	0.6	4.6
Property Crimes	Arson	0.3	0.0
	Burglary	14.6	19.0
	Larceny-Theft	19.8	40.9
	Motor Vehicle Theft	11.5	7.0
Total	All Offenses	54.3	80.2

¹(Table 2.28 and Table 2.29) 2013 data is derived from the City of Birmingham Police Department crime statistics.

²(Table 2.28 and Table 2.29) 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.

COMMUNITY RENEWAL

2.9. Community Assets

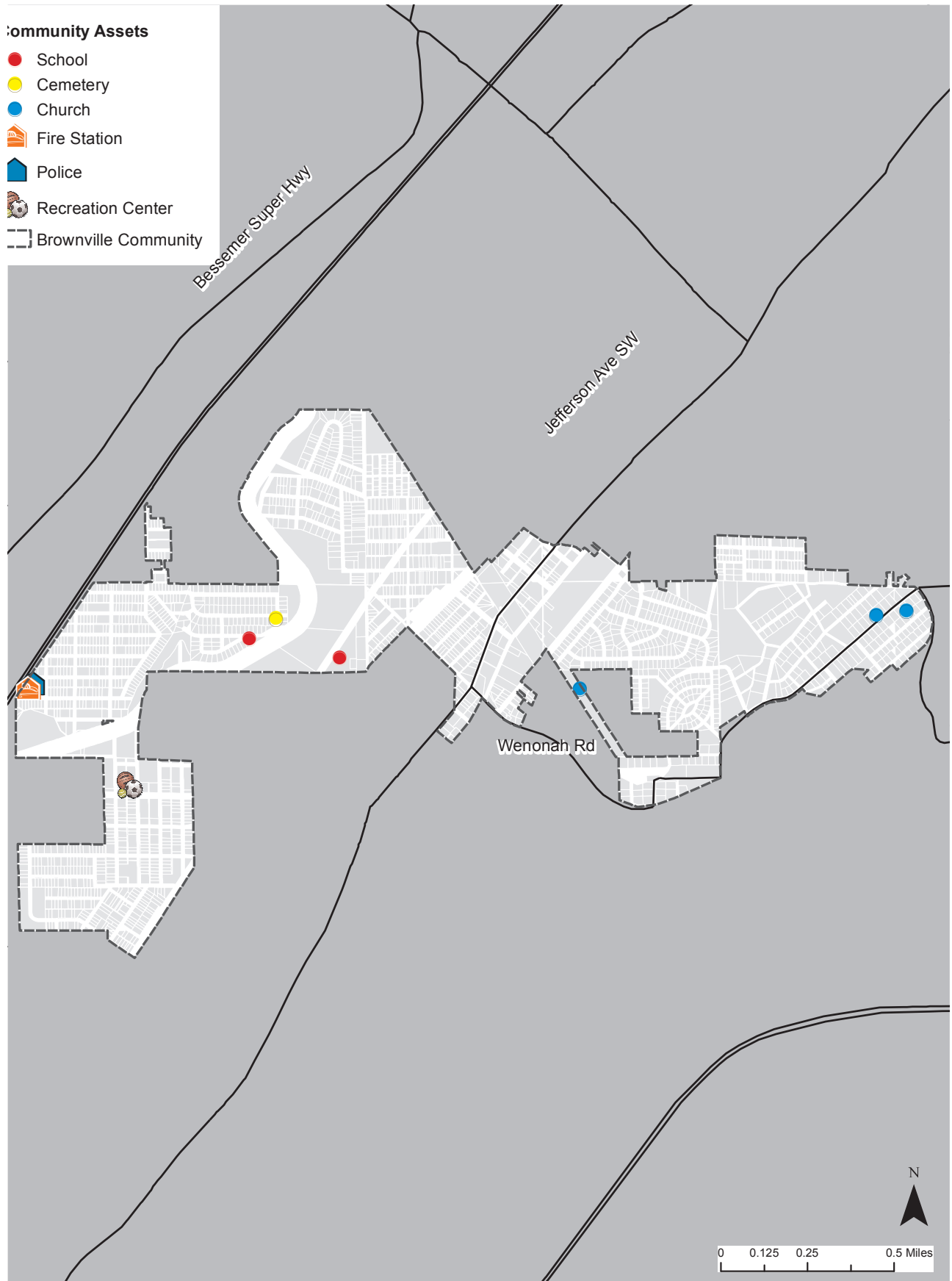
Identifying community assets throughout the plan area is a necessary step to understanding what strengths the communities have as it relates to providing essential services to the citizens living in each community. This identification process also provides a basis of understanding where there may be opportunities for potential projects involving community assets. Recommendations for new projects as it relates to community assets will be based on the findings here as well as the feedback received from the community SWOT (Strength, Weaknesses, Opportunities, and Threats) analysis. Correcting any serious deficits in terms of community assets should be a major objective of the overall framework plan. The following section provides an overall representation of the various community assets throughout the Southwestern Area Plan.

TABLE 2.30: Brownville Community Assets

Brownville Community Assets			
Name	Address	Facility Type	Public/Private
Bryant Chapel African Methodist Episcopal Church	35125 Spaulding ST SW, Birmingham, AL 35221	Church	Private
Saint James Independent Methodist Church	4313 Viola AVE SW, Birmingham, AL 35211	Church	Private
New Bethel Missionary Baptist Church	52089 54TH ST SW, Birmingham, AL 35221	Church	Private
Valhalla Cemetery	5317 Bessemer Super HWY, Midfield, AL 35228	Cemetery	Private
Roosevelt Elementary School*	125 Owen AVE, Bessemer, AL 3520	School	Public
Premiere Christian Academy of Excellence	507 3RD ST N, Birmingham, AL 35204	School	Private
Birmingham Fire and Rescue Service Station 11	4601 Bessemer Super Hwy, Bessemer, AL 35023	Fire Station	Public
Southwest Precinct	Birmingham, AL 35228	Police Precinct	Public
Roosevelt City Recreation Center	5904 Higan AVE, Birmingham, AL 35228 Birmingham, AL 35228	Recreation Center	Public

* Denotes closed school

FIGURE 2.27: Brownville Community Assets Map



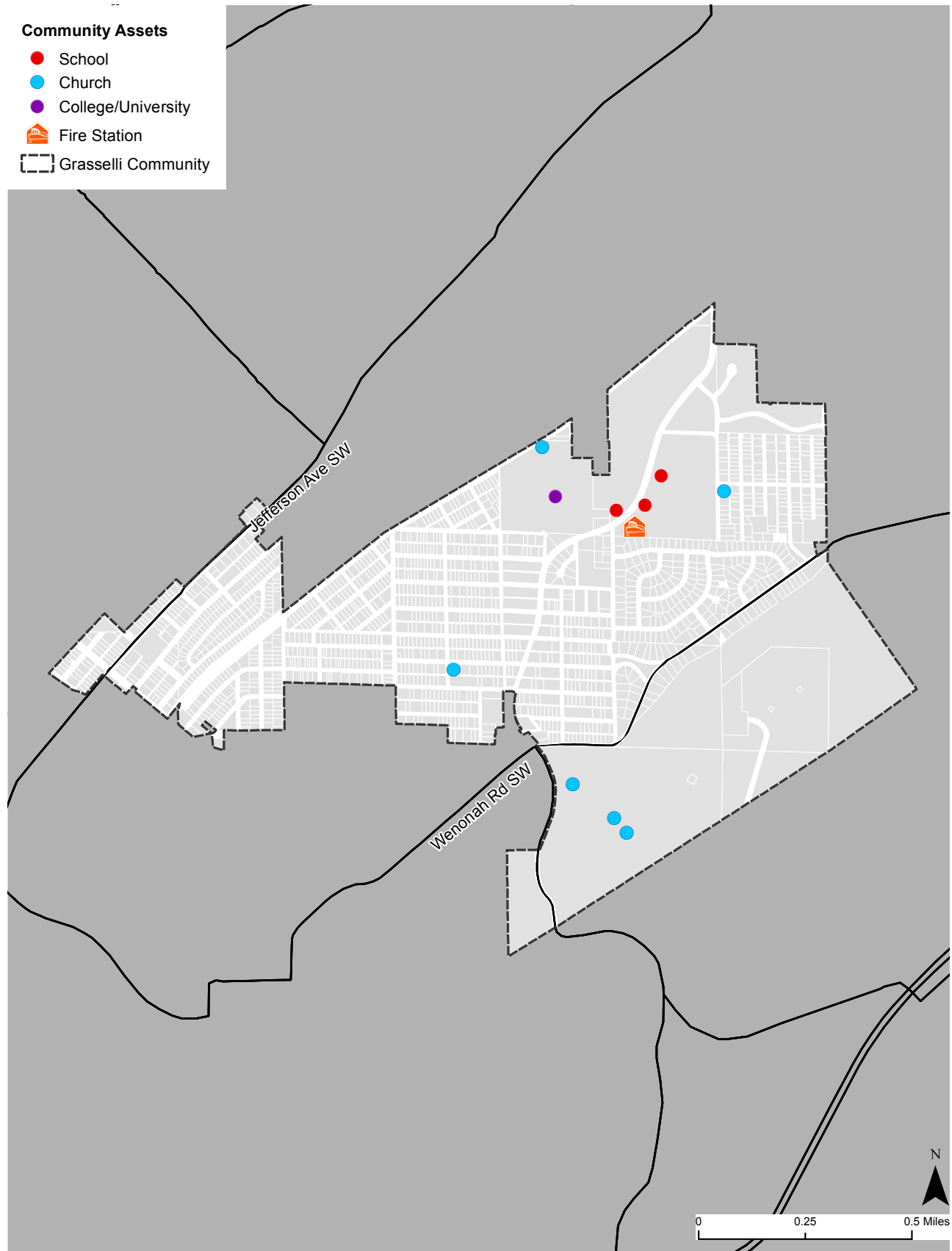
COMMUNITY RENEWAL

TABLE 2.31: Grasselli Community Assets

Grasselli Community Assets			
Name	Address	Facility Type	Public/Private
Noble Chapel Christian Methodist Episcopal Church	3700 Maple AVE SW, Birmingham AL 35221	Church	Private
Mount Olive Missionary Baptist Church	3320 Willard AVE SW, Birmingham AL 35211	Church	Private
Grasselli Heights Church of Christ	3708 Grasselli AVE SW, Birmingham, AL 35221	Church	Private
Galilee Baptist Church	1231 24TH ST N, Birmingham, AL 35234	Church	Private
New Macedonia Baptist Church	2901 31ST ST SW, Birmingham, AL 35211	Church	Private
Ebenezer Baptist Church	420 Graymont AVE N, Birmingham, AL 35204	Church	Private
Lawson State College	3060 Wilson RD SW, Birmingham AL, 35221	College/ University	Public
Wenonah Elementary School*	3008 Wilson RD SW, Birmingham, AL 35221	School	Public
Wenonah High School	2800 Wilson RD WE, Birmingham, AL 35221	School	Public
Fire Station 25	30115 Wilson RD SW, Birmingham, AL 35221	Fire Station	Public

* Denotes closed school

FIGURE 2.28: Grasselli Community Assets Map

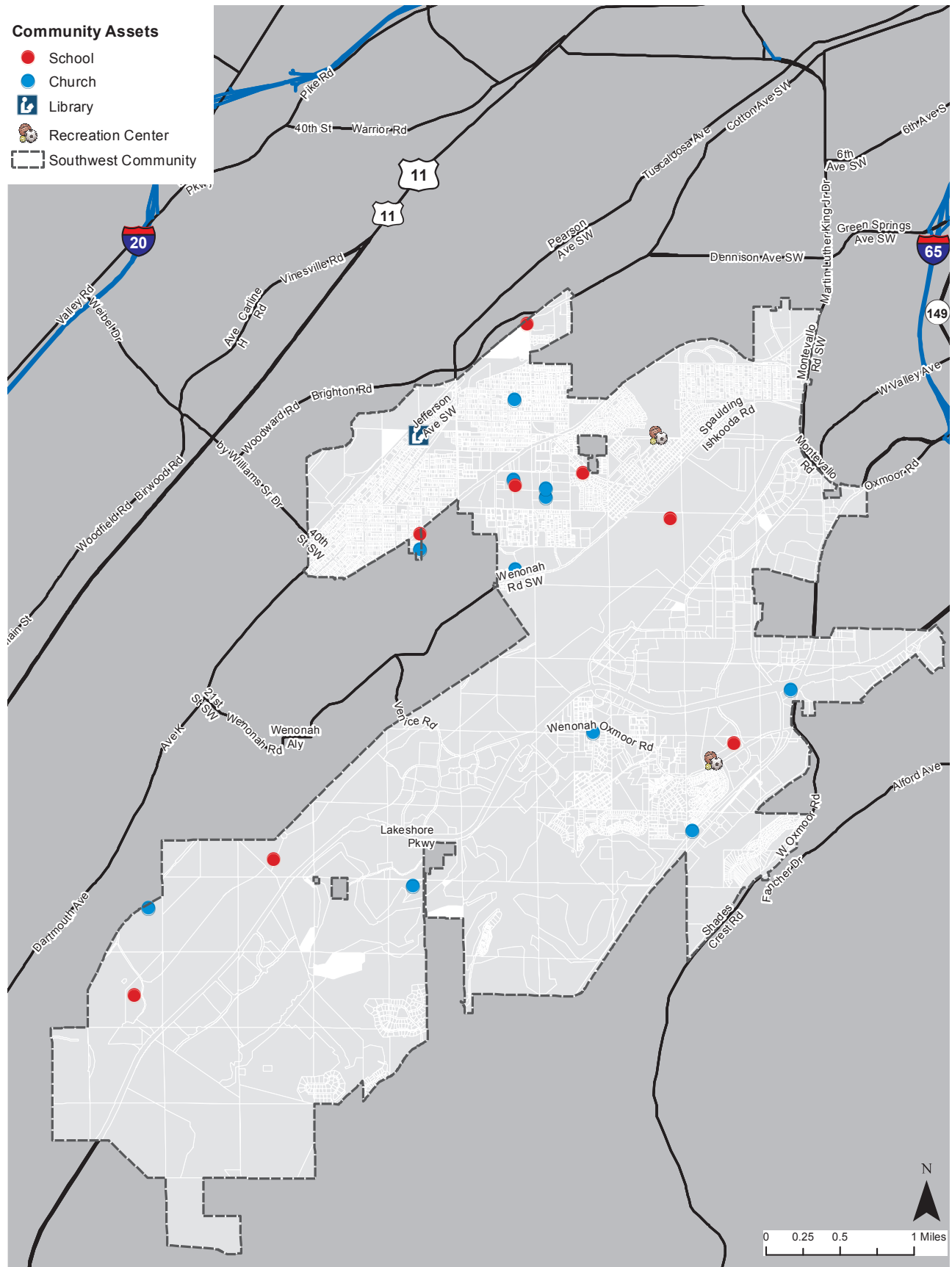


COMMUNITY RENEWAL

TABLE 2.32: Southwest Community Assets

Southwest Community Assets			
Name	Address	Facility Type	Public/Private
New Macedonia Baptist Church	2901 31ST ST SW, Birmingham, AL 35211	Church	Private
Powderly Baptist Church	2801 Dawson AVE SW, Birmingham, AL 35211	Church	Private
Jefferson Avenue Church of Christ	1633 Jefferson AVE SW, Birmingham, AL 35211	Church	Private
Mount Zion Baptist Church	3428 Maple AVE SW, Birmingham, AL 35221	Church	Private
Shady Grove Missionary Baptist Church	3444 31ST Way N, Birmingham, AL 35207	Church	Private
Springfield Church	2282 Wenonah Oxmoor RD, Birmingham, AL 35211	Church	Private
Brookhaven Methodist Church	3039 Snavely AVE SW, Birmingham, AL 35211	Church	Private
Rising Star Methodist Church	2508 College AVE SW, Birmingham, AL 35211	Church	Private
Saint John Missionary Baptist Church	1200 13TH ST N, Birmingham, AL 35204	Church	Private
Pleasant Valley Church	1765 Dotson DR, Bessemer, AL 35022	Church	Private
Homewood Church of Christ	265 W Oxmoor RD, Birmingham, AL 35209	Church	Private
Oxmoor Valley Elementary School	3600 Sydney DR, Birmingham, AL 35211	School	Public
Red Or Elementary School*	3118 3RD PL, Bessemer, AL 35020	School	Public
Powderly Elementary School*	1901 20TH ST SW, Birmingham, AL 35211	School	Public
N H Price Elementary School*	532 28TH ST SW, Birmingham, AL 35211	School	Public
Jones Valley High School*	2001 31ST ST SW	School	Public
Riley Elementary School (historical)*	3420 Hickory AVE SW, Birmingham AL 35211	School	Public
Ishkooda Elementary School (historical)*	Maple AVE SW, Birmingham, AL 35211	School	Public
Grace Hill Cemetery	1931 Martin Luther King JR DR, Birmingham, AL 35221	Cemetery	Private
Shadowlawn Memorial Park	12TH ST SW, Birmingham, AL 35221	Cemetery	Private
Powderly Branch	3301 Jefferson AVE SW, Birmingham, AL 35221	Library	Public

FIGURE 2.29: Southwest Community Assets Map



COMMUNITY RENEWAL

Southwest Community Assets			
Name	Address	Facility Type	Public/Private
Henry Crumpton Recreation Center	346 Gloria RD SW, Birmingham, AL 35211	Recreation Center	Public

* Denotes closed school

2.10. Community Areas

2.10.1. Brownville Community Areas

Roosevelt City Recreational Center

Roosevelt City Recreation Center is located at 5904 Higan AVE, Birmingham, AL 35228. The center employs 3 staff members and houses a variety of recreational activities and sporting facilities such as a swimming pool, tennis court, walking track, softball field, basketball court and weight room. The center is also available to rent for weekend or large events.



2.10.2. Grasselli Community Areas

Lawson State Community College

Lawson State Community College is a 2 year institution offering a variety of undergraduate degrees. The college currently has over 80 fulltime faculty as well as serving over 3,000 undergraduate students. Located in the Grasselli Community, the college was recognized by the White House as a Champion of Change.



COMMUNITY RENEWAL

Wenonah High School

Wenonah High School is located in the Tarpley City neighborhood. The 148,000 square foot facility serves a majority of high school students in the Southwestern area, and has a student capacity of up to 1200 students. The campus adjoins Lawson State Community College.



Cooper Green Park

Sitting at the edge of Mason City this particular park has recently had a number of renovations completed. The sports complex now includes five baseball fields and two other fields dedicated to T-Ball. Each of the ball fields are different sizes which allows for different league play.



Jones Valley Middle School

Jones Valley Middle School located in the Powderly neighborhood serves 6th to 8th grades students in the surrounding area. The school once served K-8th grade students, but was converted to a middle school in 2013 with the completion of Oxmoor Valley Elementary School. The school serves over 800.



2.10.3. Southwest Community Areas

Red Mountain Park

Red Mountain Park is a 1500 acre park located in the Southwest Community which stretches 4.5 miles east to west parallel to Lakeshore Parkway to the south. The park currently features 12 miles of hiking and biking trails, a number of zip line tours, a dog park, historic mining sites, and two scenic overlooks. The park is open seven days a week.



COMMUNITY RENEWAL

Oxmoor Valley Elementary School

Oxmoor Valley Elementary School was recently completed in 2013 and serves students in the Oxmoor Valley and southwest Birmingham area. The school is located off Lakeshore Drive and currently accommodates over 450 elementary students.



RTJ Golf Trail at Oxmoor Valley

Opening in 1992, RTJ Golf Trail at Oxmoor Valley features 54 holes with rolling hills and picturesque backgrounds. This particular location offers three different courses with a variety of lengths and elevations. Located just fifteen minutes from downtown Birmingham the course is an area and regional attraction.



Wildwood Shopping Center

This particular shopping area resides partially in the Southwestern area and partially in Homewood. Located directly off Lakeshore Parkway the shopping center offers a number of retail shops as well as a variety of dining options.



John Carroll Catholic High School

John Carroll Catholic High School is one of six Catholic high schools serving the Diocese of Birmingham in Alabama. Located at 300 Lakeshore Parkway the school serves over 600 students.



COMMUNITY RENEWAL

Jefferson Metropolitan Park at Lakeshore

Located in the Oxmoor Valley directly off Lakeshore Drive this industrial park covers 337 acres of which is now 85% occupied. All parcels have been zoned MXD (mixed use), uses supported include light industrial, data centers, research and development or other mixed use development. The most recent addition to the Park is Oxford Pharmaceuticals which is currently under construction in the summer of 2015 with plans to employ 250 plus at full capacity. The property is owned and developed by Jefferson County Economic and Industrial Development Authority.



2.11. Community/Area Governance

Each of the three communities within the Southwestern Area Plan have elected leadership through the different neighborhood associations. Each neighborhood elects a President, Vice-President and Secretary to represent the neighborhood to the overall elected City Council representation. For the Southwestern Area Plan there are two City Councilors representing the area which includes the council districts 6 and 7. With 15 distinct neighborhoods in the Southwestern Area Plan there are 45 elected officers representing the various neighborhoods within the geographical boundary of the plan. These officers provide feedback and concerns directly to the councilors representing their neighborhoods which in turn can impact policy making decisions in the City. This feedback structure is based on the 1974 Birmingham Citizen Participation Plan (CPP) which was established to improve communication from citizens to the overall City leadership. As three of the 23 communities within Birmingham each is represented through the CPP, via the Neighborhood Association, Citizens Advisory Board, City Council Districts 6 & 7, and the Mayor of Birmingham.

2.11.1. Oxmoor Valley Overlay

The Oxmoor Valley, a 7700 acre tract within the Southwestern Area Plan is unique in the fact that it is a planned development area for the City. The Oxmoor Valley is located directly between Red Mountain and Shades Mountain, and the area once was home to large active iron-ore mines of which over time were abandoned. Today, all development within the area falling under the Mixed Use District-MXD zoning must comply with the Oxmoor Design Guidelines. These guidelines provide requirements for site development, architectural design, as well as defined landscaping requirements. Birmingham began annexing land in the Oxmoor Valley in 1985 with the ultimate vision of a high-tech park being developed. In 1988, a Master Plan was conceived to carry out this overall vision. Over time that vision has changed and now the area is host to a wide array of uses.

MXD zoning was originally established in the Oxmoor Valley in 1990 with the adoption of the Oxmoor Design Guidelines coming later in 2002. The purpose of the guidelines is to provide a cohesively planned look and feel to the area as well as providing a connected community with options for vehicle, pedestrian, and bicycle travel. Coupled with the underlying zoning there are specific areas for various uses including, residential, commercial, research & development and industrial. Presently, there are still large tracts of land available for potential development in the Valley. The guidelines are enforced by the Oxmoor Steering Committee and planning staff from the City. Developers must submit their projects to the Oxmoor Steering Committee for final approval. The Committee is comprised of City officials and major stakeholders from the Oxmoor area. Some of the major stakeholders on the Committee include representatives from Red Mountain Park, US Steel, UAB, Jefferson County Economic & Industrial Development Authority, United Land Corporation and McDonald Investment Company. The City of Birmingham as well as the City of Bessemer also have representatives on the Committee.

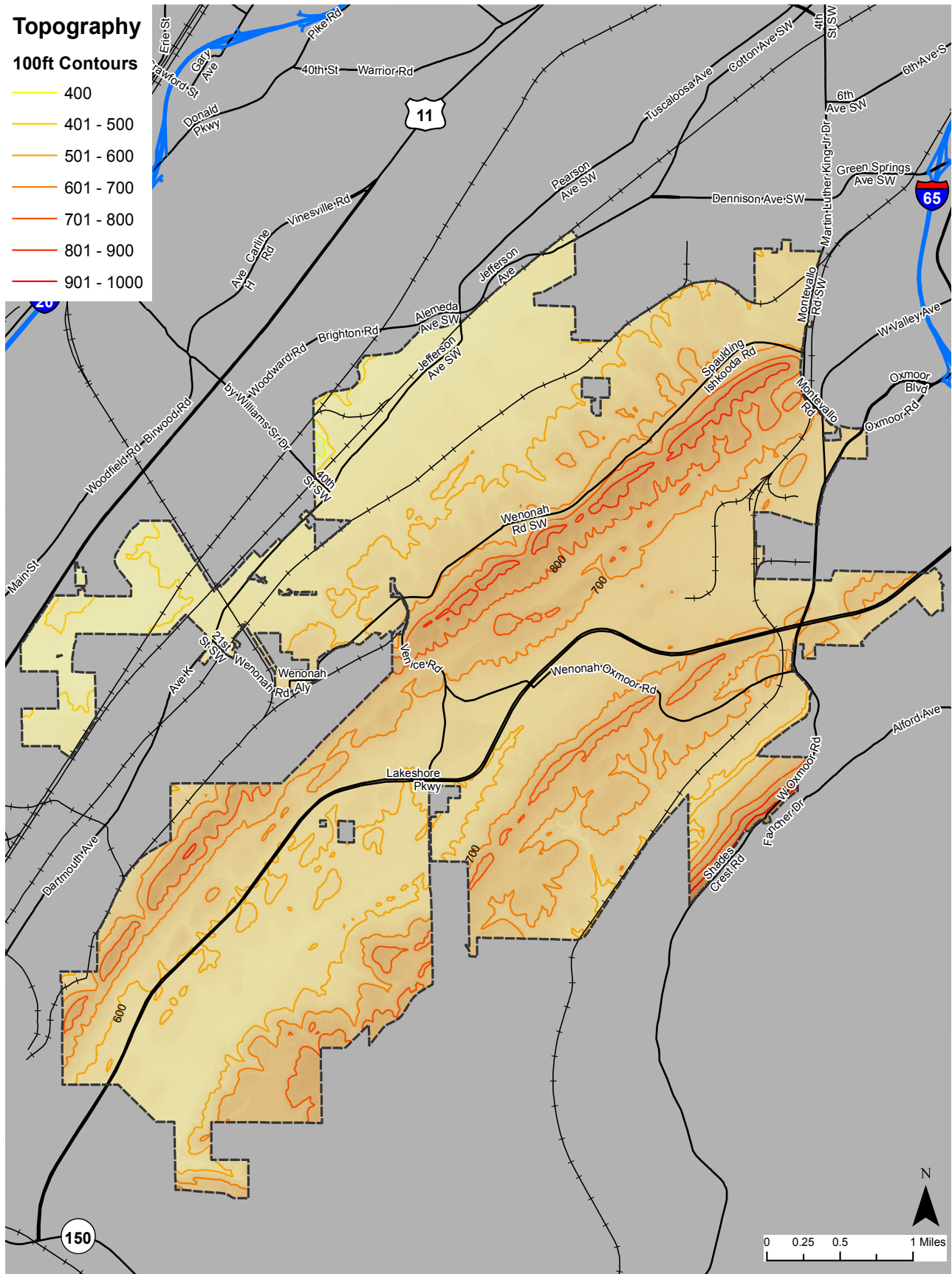
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3

Green Systems

GREEN SYSTEMS

FIGURE 3.1: Southwest Area Topography Map



3.1. Topography

With elevations ranging from 400 feet to more than 1000 feet, Southwest Birmingham's terrain is primarily characterized by rolling hills. The area's lowest elevations are located in the Brownville Community surrounding Valley Creek, while its highest elevations are in the Southwest Community surrounding Red Mountain Park and near West Oxmoor Road.

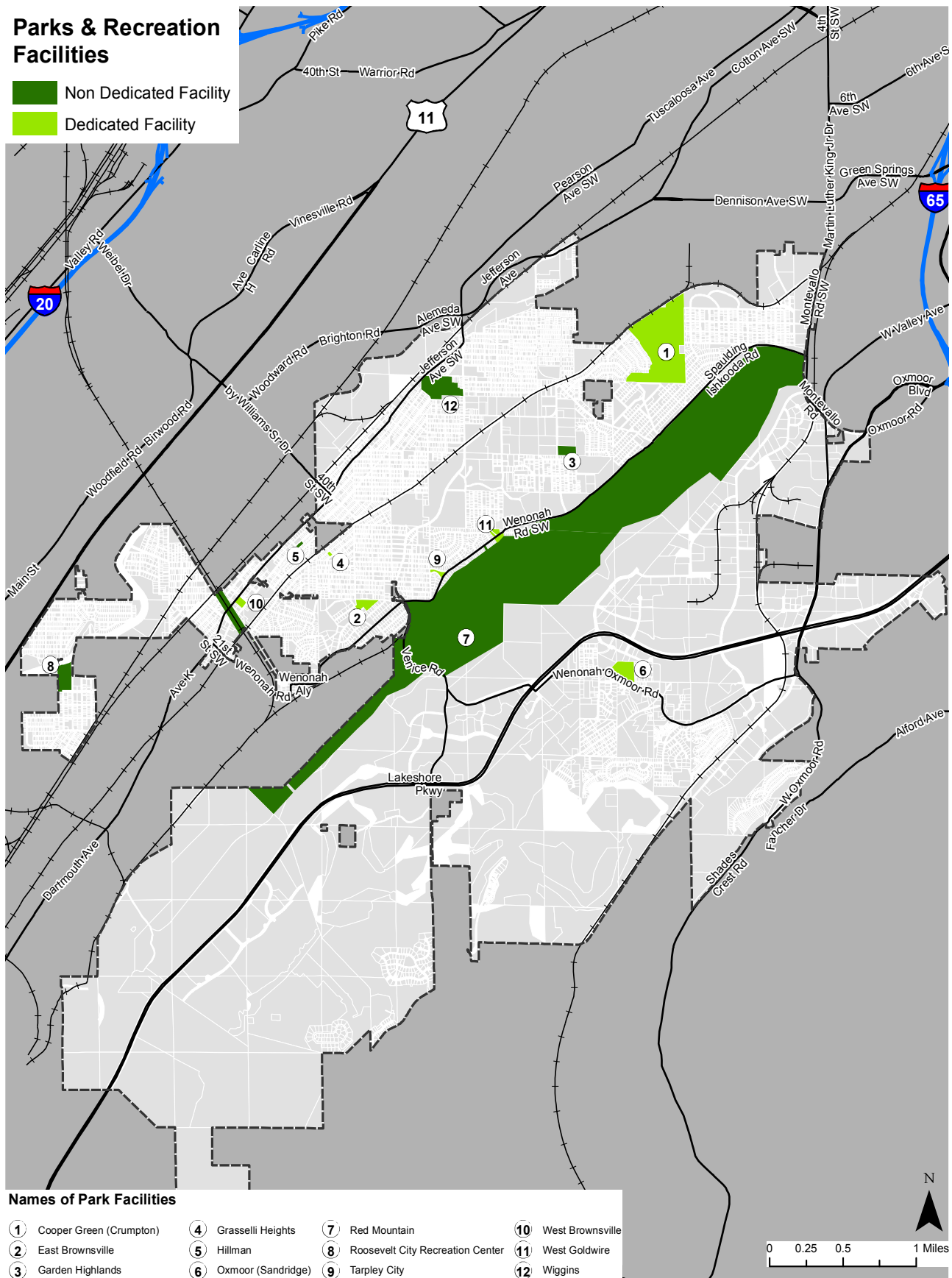
3.2. Creeks and Floodplains

The Southwest Birmingham Communities consists of intermittent creeks that are tributaries of Valley Creek. These creeks often cause flash-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 shall flood hazard are referred to as 500-year flood zones.

Flooding is the primary hazard that affects the Southwest Area. The area's hilly geography leaves low-lying areas susceptible to quick accumulations of water. This area is most vulnerable to flash flooding along streams and tributaries. Flash flooding is a form of riverine flooding, which occurs when rainfall forces a stream to spill over its banks and inundate the surrounding floodplain. The extent of flooding varies according to rainfall, the stormwater and the capacity of receiving channel to discharge. Residential areas in the Southwest Birmingham area are particularly vulnerable along Valley Creek and Little Shades Creek.

GREEN SYSTEMS

FIGURE 3.3: Southwest Area Parks and Recreation Map



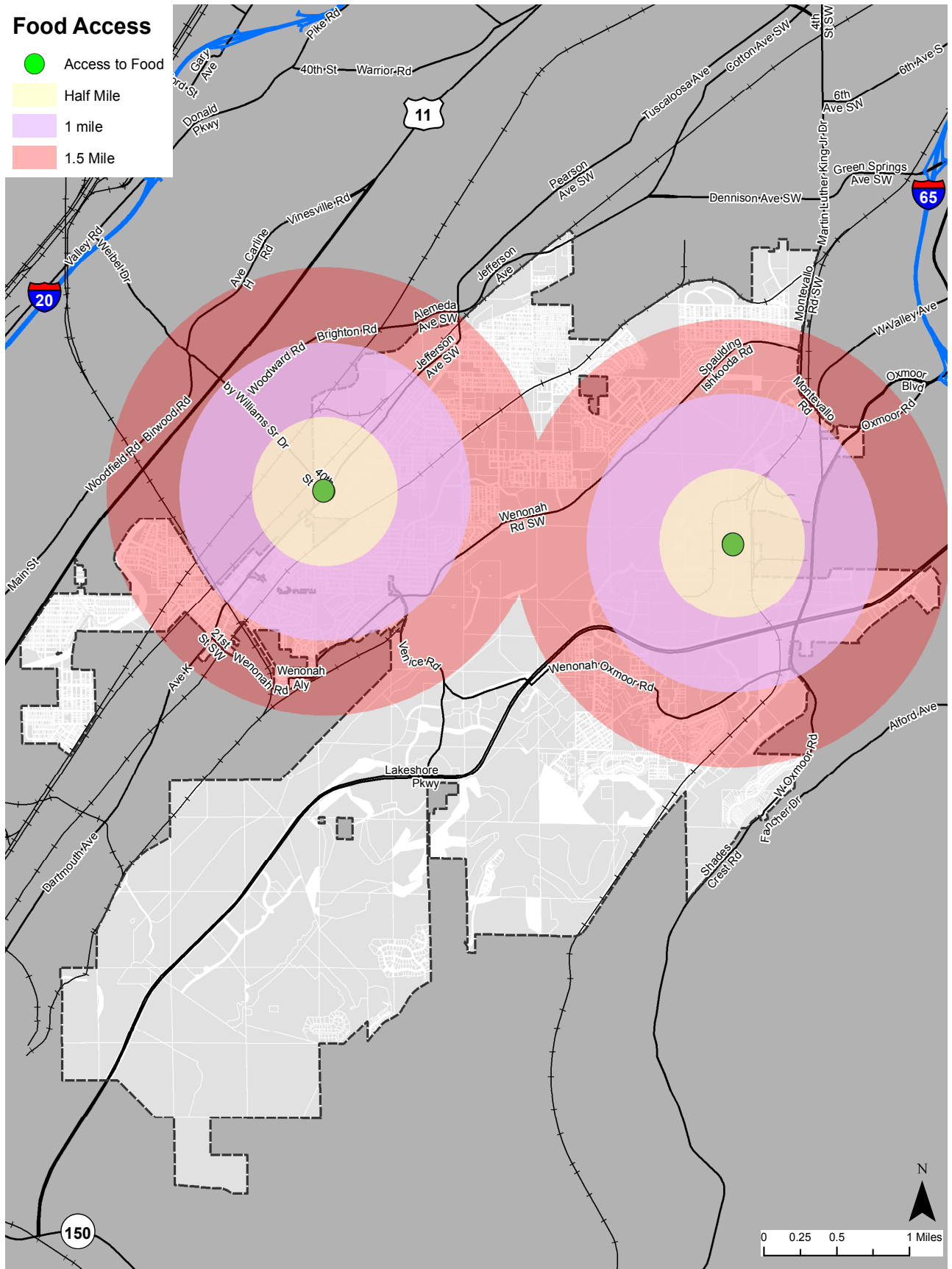
3.3. Parks and Recreation

District parks are areas that supplement neighborhood parks by providing larger recreational facilities such as gymnasiums, swimming pools, and open fields for soccer, football or multiple uses. District parks may also contain amenities such as picnic areas, walking trails, a community center and adequate off-street parking. Within the Southwest Framework Plan, there are three designated District Parks. Cooper Green Park, which is located in the western quarter of Mason City and adjoins the northwest border of Powderly, is the area's largest park containing 96 acres. A large portion of the grounds of Cooper Green Park were utilized as one of the City's golf courses. Presently, this area is utilized as passive open space. The Henry Crumpton Recreation Center, which is located on the grounds of Cooper Green Park, contains meeting rooms, a gymnasium and an adjoining outdoor swimming pool. M.E. Wiggins Park, which is located in Jones Valley, is also the site of the Powderly public library. The Powderly Branch Library is a conjoined structure with Wiggins Park Recreation Center. The present building was erected in 1979 and renovated in 2010. The facilities at Wiggins Park, which covers 18 acres, include a swimming pool, baseball/softball field, basketball courts and a pavilion and picnic area. Roosevelt City Park (7.6 acres), located in the Roosevelt neighborhood, was established after the formation of Roosevelt City in 1970 and came under City control after the neighborhood's annexation in the 1980's.

Neighborhood parks are generally between 2 and 5 acres in size and serve as areas of active and passive recreation for individual neighborhoods. In 2006, a number of neighborhood parks were formally dedicated by the City of Birmingham. These locations were located in portions of the Southwest Birmingham Framework Plan study area that were annexed into the City during the 1970's. These parks include East Brownville (4.6 acres), Grasselli Heights (0.3 acres), Tarpley City (1.1 acres), West Brownville (1.8 acres), West Goldwire (2.5 acres) and Garden Highland Park (4.8 acres). Oxmoor Valley (formerly Sand Ridge) Park (9.4 acres) is unique in that its size allows for the provision of off-street parking. The Oxmoor Community Center, which is not located within or related to the Oxmoor Valley Park, is one of the area's newest amenities. This location has outdoor picnic areas as well as off-street parking. These neighborhood parks share many of the same qualities: a) a pavilion with picnic tables and outdoor grill; b) playground equipment; and c) a fenced basketball and/or tennis court. In addition, these parks, with the exception of Oxmoor Valley) provide no off-street parking. Due to their nature as neighborhood parks, most are located in residential areas and are within a five minute walking distance for most residents.

GREEN SYSTEMS

FIGURE 3.4: Southwest Area Food Access Map



3.4. Food Systems

In 2010, a report was published by Mari Gallagher Research & Consulting Group and Main Street Birmingham entitled “Examining the Impact of Food Deserts and Food Imbalance on Public Health in Birmingham, Alabama.” This report states that more than 88,000 people live in areas where they have little access to mainstream grocers which creates a food imbalance. A food imbalance implies that people reside in a food desert where there is unhealthy food in close proximity. The report analyzed the city of Birmingham to discover that these conditions cover more than 43 square miles. Out of the 88,000 people affected by lack of proper food access, over 23,000 are children. The map above shows that there are only two places in the Southwest area that are identified as being means of food accessibility; Save Mart and City Wholesale. Though not a true supermarket, City Wholesale does offer food options. The lack of food options imposes the assumption that residents are consuming unhealthy processed food. Therefore, the idea to convince stores to open in Southwest would be a great benefit to the community not only from a health standpoint but also an economic standpoint.

3.5. Disaster Resilience

Flood prone disasters including damages from major flood events continues to be a serious problem for the City. The Southwestern area specifically includes sections of the Valley Creek and Shades Creek watersheds. Within the Southwestern area, historically major flood prone areas as well as citizen reported flood prone areas includes the Roosevelt City neighborhood along Country Club Drive, Valley Creek Drive, Gaston Way, Blocton Avenue and Juanita Circle. Over 8 years ago, the City purchased approximately 21 repetitively flooded properties along Country Club Drive, Valley Creek Drive, and one on Gaston Way with FEMA funds. These properties are deed restricted and must remain open space in perpetuity. The City has implemented a 24/7 flood warning system for the Village Creek watershed and hopes to implement the same type of warning system for the Valley Creek system in 2016.

Other areas of disaster resilience in the City include a focus on storm shelters. Today, as a result of the April 2011 tornadoes, the City is focused on developing a number of storm shelters in the Pratt City area. However, once completed the City hopes to develop a system-wide plan that would involve developing storm shelters throughout the City which in turn would serve all the various communities within Birmingham.

DRAFT

4

Economic Vitality

ECONOMIC VITALITY

4.1. Introduction

The purpose of this chapter is to identify local economic development opportunities and to recommend specific revitalization actions. It is intended to provide guidance to stakeholders who are engaged in community and economic development, advocacy, grant writing, business development, and other activities that affect the Northeast Framework market. An economic market analysis provides important information that describes the financial health and economic diversity of the communities. This information can aid existing and perspective business owners as well as investors in identifying potential opportunities within the communities.

4.2. Appraised Property

Property valuation is completed by the tax assessors in Jefferson County and reflects the approximate value of the land and any structure on that land. In the Southwest Area, these values are segmented, with higher valued properties in the Southwest Community and lower-valued properties in the Grasselli Community (See *Table 4.1*). On a per acre basis, the properties in Southwest Community have the highest value. The average property value in the Southwest Area is approximately \$4,559,356, whereas the average property value per acre is approximately \$974,409. In contrast, the majority of properties (53%) in the Southwest Area have an appraised value of \$50,000 or less.

TABLE 4.1: Appraised Property Values, by Community

	Southwest Area	Brownville Community	Grasselli Community	Southwest Community
Average Property Appraisal Value	\$4,559,356	\$69,085	\$50,091	\$6,588,904
Property Value per Acre	\$974,409	\$93,881	\$69,238	\$1,078,423

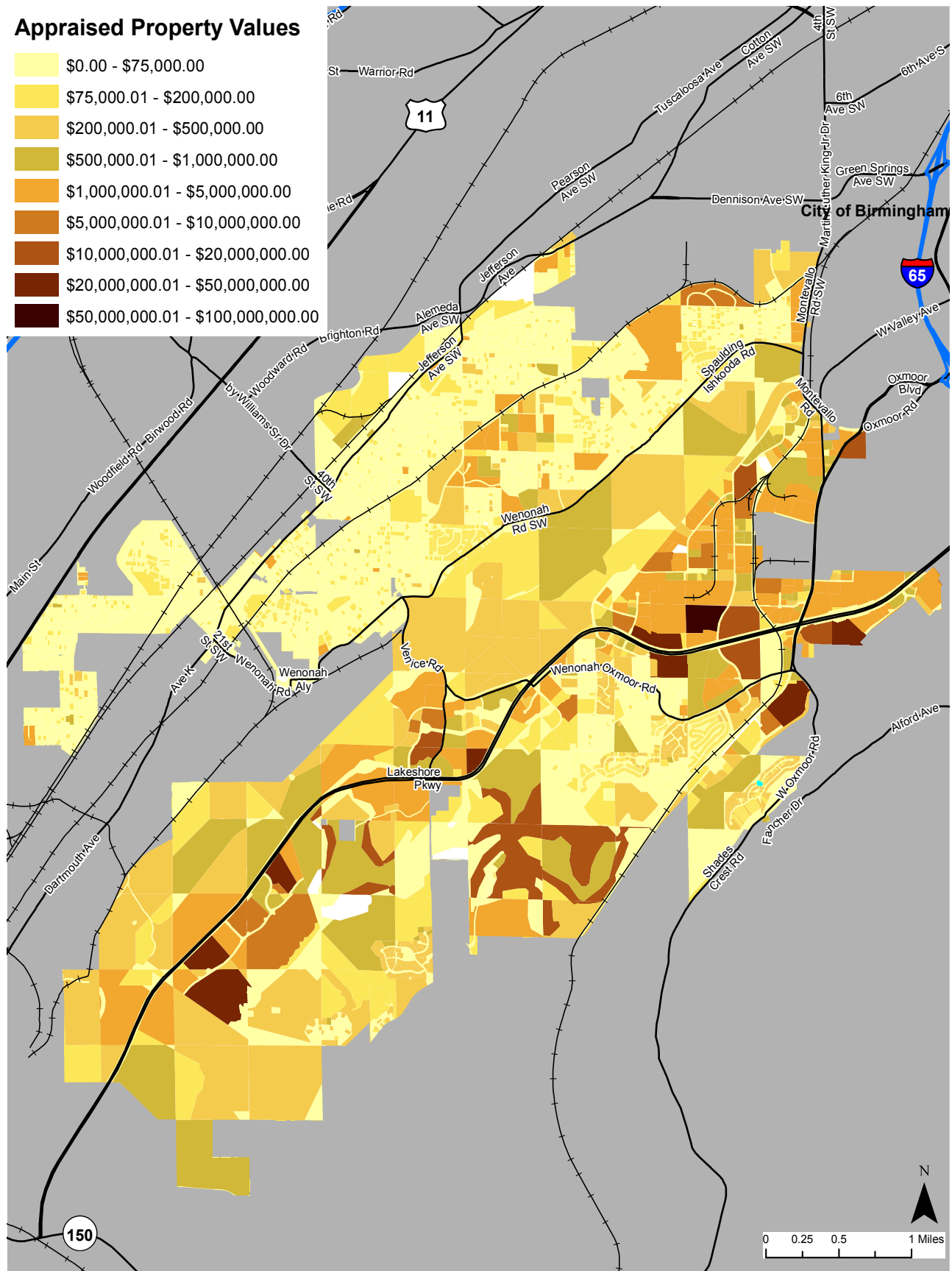
4.3. Market Analysis

4.3.1. Introduction

The purpose of this Southwest Area Market Analysis is to identify local economic development opportunities and to recommend specific revitalization actions. It is intended to provide guidance to stakeholders who are engaged in community and economic development, advocacy, grant writing, business development and other activities that affect the Southwest Birmingham Framework market. A market analysis provides important information that describes the financial health and economic diversity of the community. This information can aid existing and perspective business owners as well as investors in identifying potential opportunities within the community.

Significant time and resources have been utilized in order to identify market deficiencies and to demonstrate a compelling need for federal subsidies and social service programs for Birmingham's communities and neighborhoods. This analysis is intended to serve as an extension to prior efforts, most notably the Birmingham City Comprehensive Plan, adopted 10-02-13, as well as the Birmingham Community Framework Plans, of which this is a component.

FIGURE 4.1: Southwest Area Appraised Property Values Map



ECONOMIC VITALITY

Birmingham's first and oldest neighborhoods often represent millions of dollars in untapped buying power and retail leakage. While many of them have experienced population declines over the last several decades, residential population still exists with significant economic potential. As suburbanization trends have drawn population and business away from urban areas, urban residents are frequently left in an underserved market. Urban residents often represent a diverse market which can provide numerous opportunities for local entrepreneurs, niche markets and/or new markets for service providers and retailers, as well as a readily available labor pool for new and/or expanded businesses and industries.

The Southwest Birmingham Framework market consists of the three communities of Brownville, Grasselli, and Southwest, which are themselves made up of fifteen area neighborhoods. The framework area represents about 8% of the city's total residential population. The area is located Southwest of the Birmingham City Center; roughly bordered by Jefferson Avenue and the CSX railroad to the north, West Oxmoor Road to the east, Shannon Road to the south, and the City of Bessemer to the west. This analysis includes both area wide and community-based assessments with greater emphasis placed upon specific commercial corridors and underutilized sites within the market area. These areas include locations along U.S. 280, U.S. Highway 11, State Highway 75, the Queensbury Retail Center, and the former Banks High School property.

4.3.2. Retail Market Assessment

The Market Assessment is used to evaluate retail market opportunities. Through the analysis of a well-defined market profile for the Southwest Birmingham Area Framework Plan, better informed decisions can be made in terms of targeted investments. This assessment is intended to provide insight as to the ability of the Southwest Area 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 Southwest Area market possesses an estimated \$130.9 million in retail demand (spending potential) and has an estimated \$330.3 million in retail supply (retail sales). These estimates result in a negative retail gap (surplus) of \$199.4 million, indicating that existing retail demands are being met through both internal and external market spending. External market spending primarily occurs 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.

As shown in *Table 4.2*, the highest opportunities indicated for primary industry subsectors include Motor Vehicle and Parts Dealers (\$17.2 million), Clothing and Clothing Accessory Stores (\$4.7 million), and Health and Personal Care Stores (\$2.3 million). The area has a multitude of retail opportunities where consumer spending leakage is identified, though leakage amounts vary. Some of the primary categories include Motor Vehicle Parts and Dealers, Clothing and Clothing Accessory Stores, Health and Personal Care Stores, Electronics and Appliance Stores, and Nonstore Retailers. The community has many retail opportunities where significant consumer spending leakage is identified. These industry groups include Automobile Dealers, Department Stores, Clothing Stores, and Limited Service Restaurants.

TABLE 4.2: Southwest Area Existing Retail Supply / Demand Balance by Industry Groups (2015).

NAICS	Demand	Supply	Leakage (Surplus)
Motor Vehicle & Parts Dealers	\$3,310,958	\$1,790,464	\$1,520,494
Automobile Dealers	\$2,891,069	\$1,790,464	\$1,100,605
Other Motor Vehicle Dealers	\$171,043	\$0	\$171,043
Auto Parts, Accessories & Tire Stores	\$248,846	\$0	\$248,846
Furniture & Home Furnishings	\$372,925	\$159,094	\$213,831
Furniture Stores	\$221,392	\$159,094	\$62,298
Home Furnishings Stores	\$151,533	\$0	\$151,533
Electronics & Appliance Stores	\$440,672	\$0	\$440,672
Building Materials/ Garden Equipment/ Supply Stores	\$478,071	\$248,165	\$229,906
Bldg Material & Supplies Dealers	\$392,824	\$248,165	\$144,659
Lawn & Garden Equipment & Supply Stores	\$85,247	\$0	\$85,247
Food & Beverage Stores	\$2,008,838	\$857,893	\$1,150,945
Grocery Stores	\$1,896,340	\$857,893	\$1,038,447
Specialty Food Stores	\$31,401	\$0	\$31,401
Beer, Wine & Liquor Stores	\$81,097	\$0	\$81,097
Health & Personal Care Stores	\$1,296,824	\$0	\$1,296,824
Gasoline Stations	\$1,988,013	\$0	\$1,988,013
Clothing & Clothing Accessory Stores	\$963,632	\$110,292	\$853,340
Clothing Stores	\$710,108	\$110,292	\$599,816
Shoe Stores	\$120,882	\$0	\$120,882
Jewelry, Luggage & Leather Goods Stores	\$132,642	\$0	\$132,642

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NAICS	Demand	Supply	Leakage (Surplus)
Sporting Goods/ Hobby/ Book/ Music Stores	\$341,208	\$0	\$341,208
Sporting Goods/ Hobby/ Musical Instrument Stores	\$239,353	\$0	\$239,353
Book, Periodical & Music Stores	\$101,855	\$0	\$101,855
General Merchandise Stores	\$3,572,670	\$83,343	\$3,489,327
Department Stores Excluding Leased Departments	\$894,315	\$0	\$894,315
Other General Merchandise Stores	\$2,678,354	\$83,343	\$2,595,011
Miscellaneous Stores	\$373,385	\$90,057	\$283,328
Florists	\$19,968	\$39,700	(\$19,732)
Office Supplies, Stationery & Gift Stores	\$141,318	\$0	\$141,318
Used Merchandise Stores	\$61,112	\$0	\$61,112
Other Miscellaneous Store Retailers	\$150,988	\$50,357	\$100,631
Nonstore Retailers	\$768,706	\$31,826	\$736,880
Electronic Shopping & Mail Order Houses	\$666,325	\$0	\$666,325
Vending Machine Operators	\$22,213	\$0	\$22,213
Direct Selling Establishments	\$80,168	\$31,826	\$48,342
Food Service & Drinking Places	\$1,750,394	\$1,283,136	\$467,258
Full-Service Restaurants	\$714,263	\$881,973	(\$167,710)
Limited Service Restaurants	\$922,408	\$401,163	\$521,245
Special Food Services	\$61,767	\$0	\$61,767
Drinking Places- Alcoholic Beverages	\$51,956	\$0	\$51,956

Source: 2015 Dun and Bradstreet

Brownville

The Brownville community possesses an estimated \$17.7 million in retail demand (spending potential) and has an estimated \$4.7 million in retail supply (retail sales). This results in a positive gap of \$13 million, indicating that existing supply does not meet the demand (See *Table 4.3*).

TABLE 4.3: Brownville Community Existing Retail Supply/Demand Balance by Industry Groups (2015)

Industry Group	Demand	Supply	Leakage (Surplus)
Motor Vehicle & Parts Dealers	\$3,310,958	\$1,790,464	\$1,520,494
Furniture & Home Furnishings	\$372,925	\$159,094	\$213,831
Electronics & Appliance Stores	\$440,672	\$0	\$440,672
Building Materials/ Garden Equipment/ Supply Stores	\$478,071	\$248,165	\$229,906
Food & Beverage Stores	\$2,008,838	\$857,893	\$1,150,945
Health & Personal Care Stores	\$1,296,824	\$0	\$1,296,824
Gasoline Stations	\$1,988,013	\$0	\$1,988,013
Clothing & Clothing Accessory Stores	\$963,632	\$110,292	\$853,340
Sporting Goods/ Hobby/ Book/ Music Stores	\$341,208	\$0	\$341,208
General Merchandise Stores	\$3,572,670	\$83,343	\$3,489,327
Miscellaneous Stores	\$373,385	\$90,057	\$283,328
Nonstore Retailers	\$768,706	\$31,826	\$736,880
Food Service & Drinking Places	\$1,750,394	\$1,283,136	\$467,258

Source: 2015 Dun and Bradstreet

ECONOMIC VITALITY

Grasselli

The Grasselli community possesses an estimated \$10.9 million in retail demand (spending potential) and has an estimated \$1.3 million in retail supply (retail sales). This results in a positive gap of \$9.6 million, indicating that existing supply does not meet the demand (See *Table 4.4*).

TABLE 4.4: Grasselli Community Existing Retail Supply / Demand Balance by Industry Groups (2015)

Industry Group	Demand	Supply	Leakage (Surplus)
Motor Vehicle & Parts Dealers	\$2,015,448	\$0	\$2,015,448
Furniture & Home Furnishings	\$226,307	\$0	\$226,307
Electronics & Appliance Stores	\$267,822	\$0	\$267,822
Building Materials/ Garden Equipment/ Supply Stores	\$286,883	\$0	\$286,883
Food & Beverage Stores	\$1,238,177	\$192,513	\$1,045,664
Health & Personal Care Stores	\$793,121	\$0	\$793,121
Gasoline Stations	\$1,229,464	\$0	\$1,229,464
Clothing & Clothing Accessory Stores	\$589,502	\$163,575	\$425,927
Sporting Goods/ Hobby/ Book/ Music Stores	\$208,521	\$0	\$208,521
General Merchandise Stores	\$2,195,575	\$0	\$2,195,575
Miscellaneous Stores	\$228,509	\$0	\$228,509
Nonstore Retailers	\$470,819	\$0	\$470,819
Food Service & Drinking Places	\$1,061,455	\$0	\$1,061,455

Source: 2015 Dun and Bradstreet

Southwest

The Southwest community possesses an estimated \$102.4 million in retail demand (spending potential) and has an estimated \$1.3 million in retail supply (retail sales). This results in a positive gap of \$9.6 million, indicating that existing supply does not meet the demand (See *Table 4.5*)

TABLE 4.5: Southwest Community Existing Retail Supply / Demand Balance by Industry Groups (2015)

Industry Group	Demand	Supply	Leakage (Surplus)
Motor Vehicle & Parts Dealers	\$19,223,235	\$13,745,420	\$5,477,815
Furniture & Home Furnishings	\$2,198,397	\$4,404,731	(\$2,206,334)
Electronics & Appliance Stores	\$2,620,579	\$1,327,232	\$1,293,347
Building Materials/ Garden Equipment/ Supply Stores	\$2,964,338	\$11,787,782	(\$8,823,444)
Food & Beverage Stores	\$11,499,710	\$29,166,317	(\$17,666,607)
Health & Personal Care Stores	\$7,235,291	\$6,929,577	\$305,714
Gasoline Stations	\$11,003,624	\$109,600,242	(\$98,596,618)
Clothing & Clothing Accessory Stores	\$5,730,112	\$2,274,007	\$3,456,105
Sporting Goods/ Hobby/ Book/ Music Stores	\$2,091,876	\$3,619,886	(\$1,528,010)
General Merchandise Stores	\$20,570,335	\$124,839,034	(\$104,268,699)
Miscellaneous Stores	\$2,156,462	\$7,388,139	(\$5,231,677)
Nonstore Retailers	\$4,431,252	\$4,162,793	\$268,459
Food Service & Drinking Places	\$10,663,346	\$13,411,290	(\$2,747,944)

Source: 2015 Dun and Bradstreet

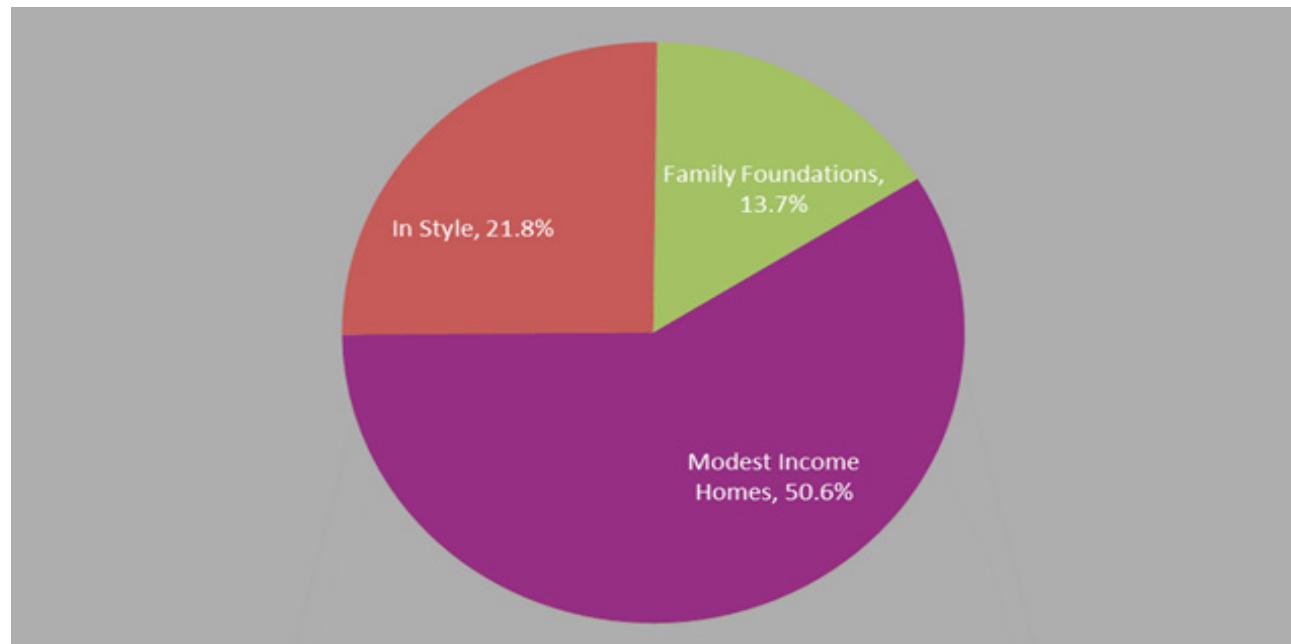
ECONOMIC VITALITY

4.3.3. Market Segmentation Profile

The Market Segmentation Profile for the Southwest Area 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 Southwest Area market is primarily classified within the two dominant tapestry groups of Hometown (Single householders in older, urban communities) and GenXurban (Married couple families who own older homes in established urban communities). Within the groups, the community is further broken down into three segments.

- Modest Income Homes (50.6%) – 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.
- In Style (21.8%) – This segment is primarily characterized as professional married couples, primarily with no children. Many own single-family homes in older neighborhoods. Residents are primarily employed in management and administrative occupations. They are financially active and plan for retirement. Many are generous with support of various charities, and they actively support the arts, theater, concerts, and museums.
- Family Foundations (13.7%) – 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.

FIGURE 4.2: Southwest Area Market Segmentation Profile



Source: 2015 Dun and Bradstreet

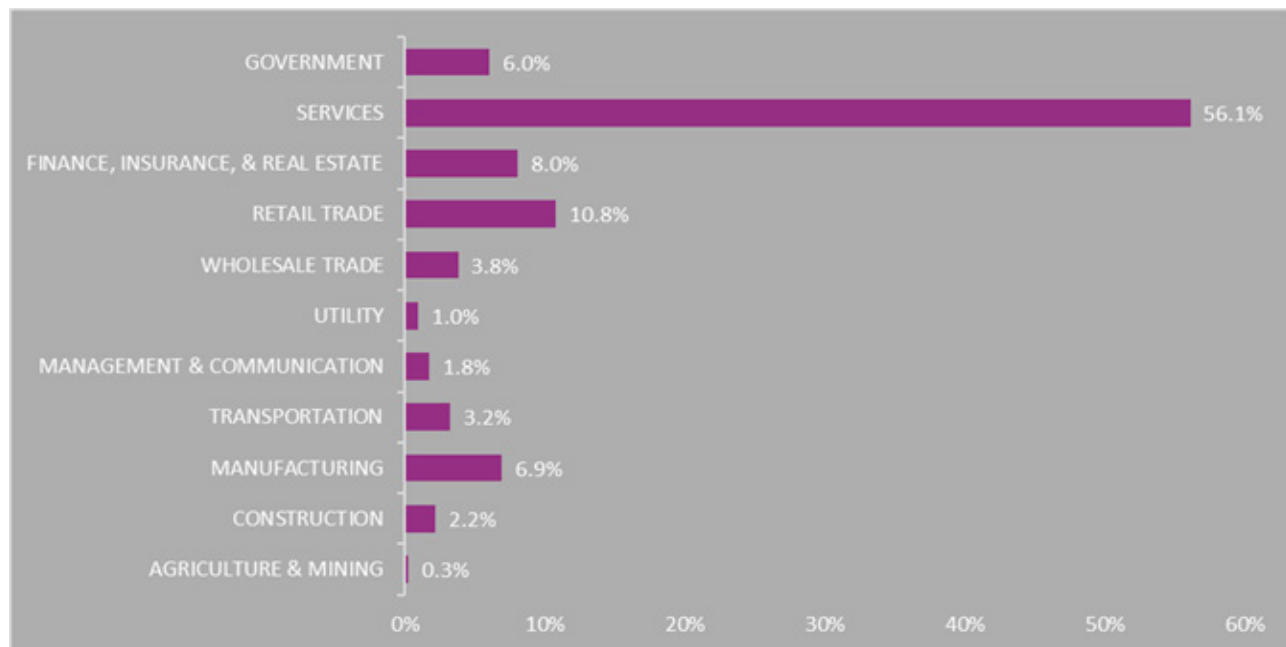
4.4. Employment Profile

The Employment Profile is intended to provide an assessment of the area's existing business and job conditions. This analysis of employment and industry data is necessary to determine the nature of the area'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. Employment information is provided both for the Framework Area as well as the individual communities within the Framework Area.

4.4.1. Resident Workforce Characteristics

According to U.S. Census estimates, the residential labor force in Birmingham's Southwest Area is approximately 5,537 residents. Of those residents in the labor force, 87% are employed and 13% are unemployed. The City of Birmingham's unemployment rate in June 2015 was 8%. The majority of employed residents work within the Service Industry (56%), with other concentrations in Retail Trade (11%), Finance, Insurance & Real Estate (8%), and Manufacturing (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 4.3: Southwest Area Employment by Place of Residence



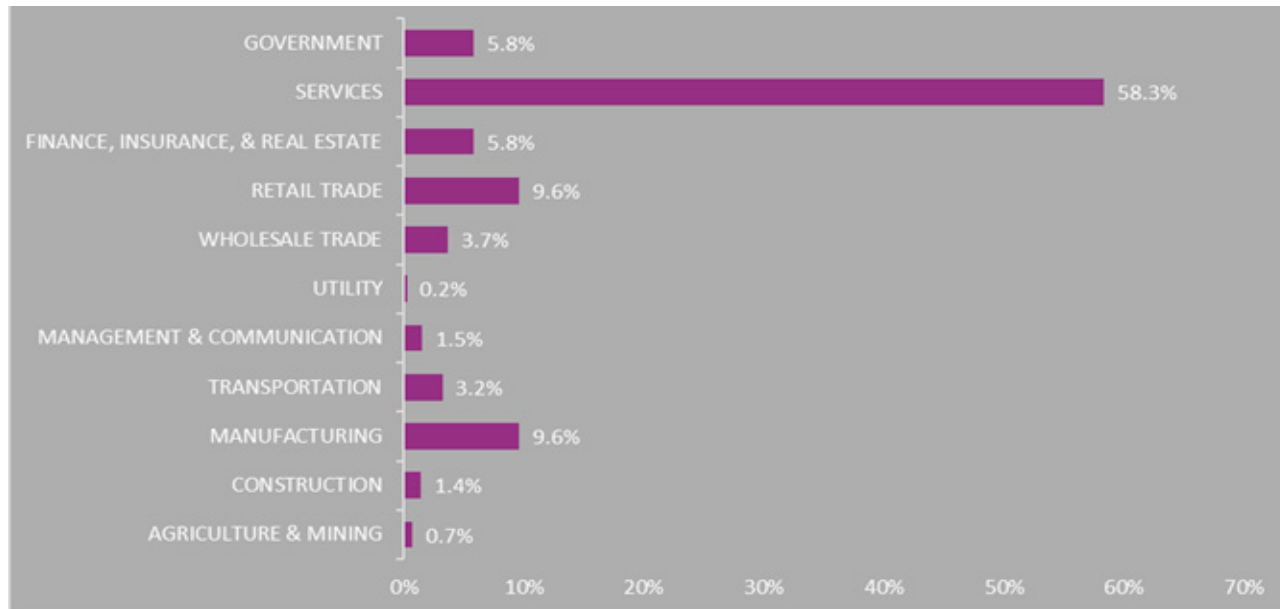
Source: U.S. Census Bureau Longitudinal Employment Dynamics (LED) 2012

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Brownville

Brownville Community residents make up an estimated 15% of the Southwest Framework Area labor force. These residents are primarily employed in the Service Industry (58%) with the majority of remaining jobs within Retail Trade (10%) and Manufacturing (10%).

FIGURE 4.4: Brownville Community Employment by Place of Residence

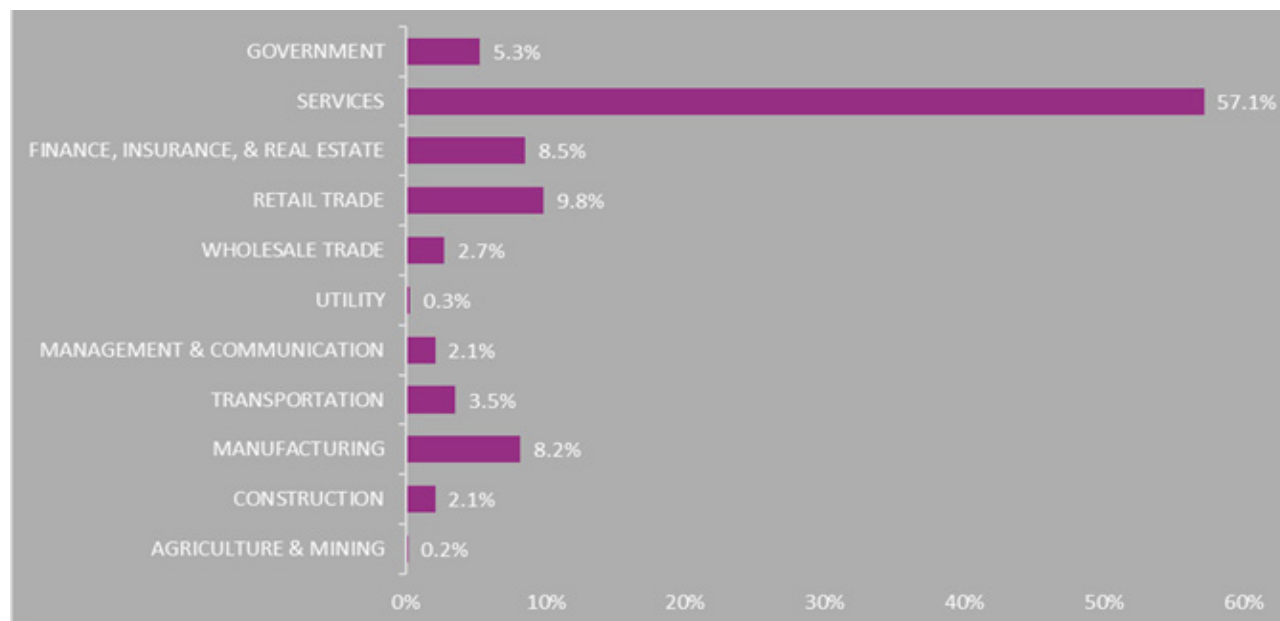


Source: U.S. Census Bureau Longitudinal Employment Dynamics (LED) 2012

Grasselli

Grasselli Community residents make up an estimated 11% of the Southwest Framework Area labor force. These residents are primarily employed in the Service Industry (57%) with the majority of remaining jobs within Retail Trade (10%), Government (8%), and Finance, Insurance, & Real Estate (9%).

FIGURE 4.5: Grasselli Community Employment by Place of Residence

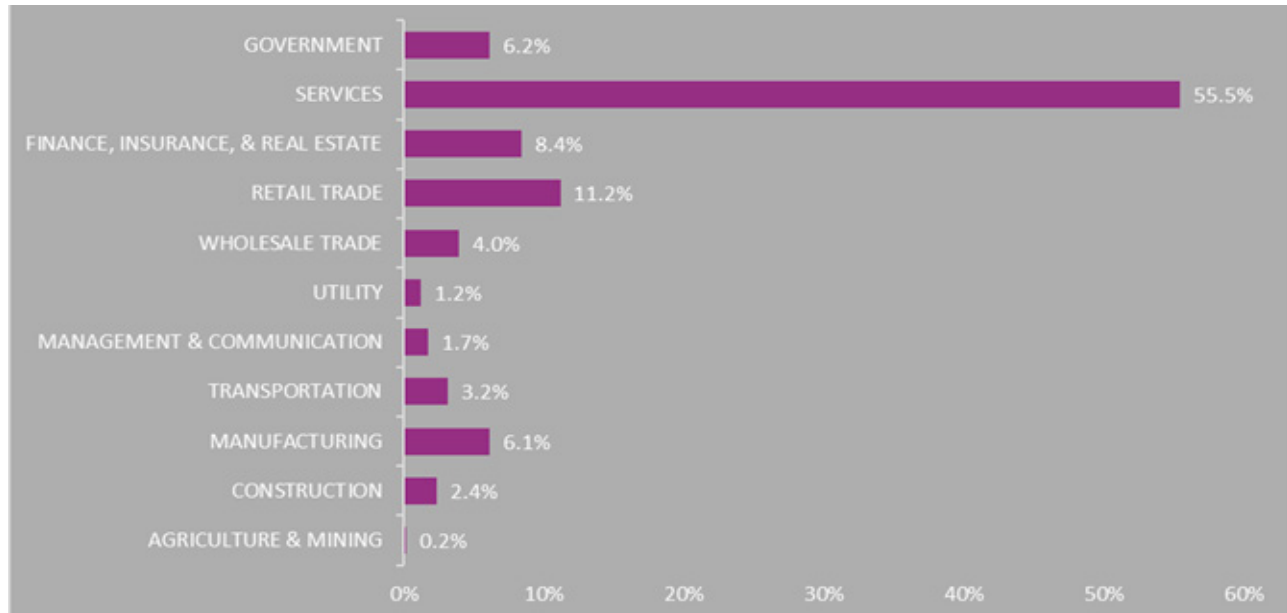


Source: U.S. Census Bureau Longitudinal Employment Dynamics (LED) 2012

Southwest

Southwest Community residents make up an estimated 74% of the Southwest Framework Area labor force. These residents are primarily employed in the Service Industry (56%) with the majority of remaining jobs found in Retail Trade (11%), Finance, Insurance, and Real Estate (8%).

FIGURE 4.6: Southwest Community Employment by Place of Residence

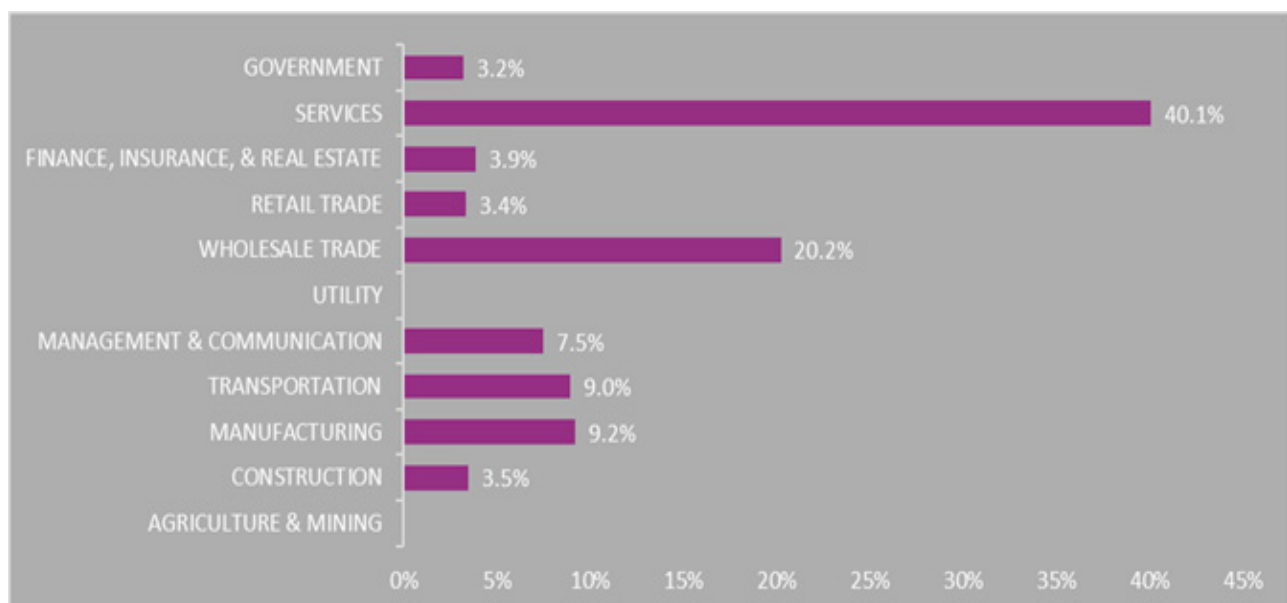


Source: U.S. Census Bureau Longitudinal Employment Dynamics (LED) 2012

4.4.2. Local Employers Characteristics

There are approximately 625 businesses in the Southwest Area employing over 10,000. Service-based establishments make up the largest number of community businesses and provide 40% of the jobs. These jobs are primarily within the Administration/Support and Educational Services sectors. Wholesale Trade is

FIGURE 4.7: Southwest Area Employment by Place of Work



Source: U.S. Census Bureau Longitudinal Employment Dynamics (LED) 2012

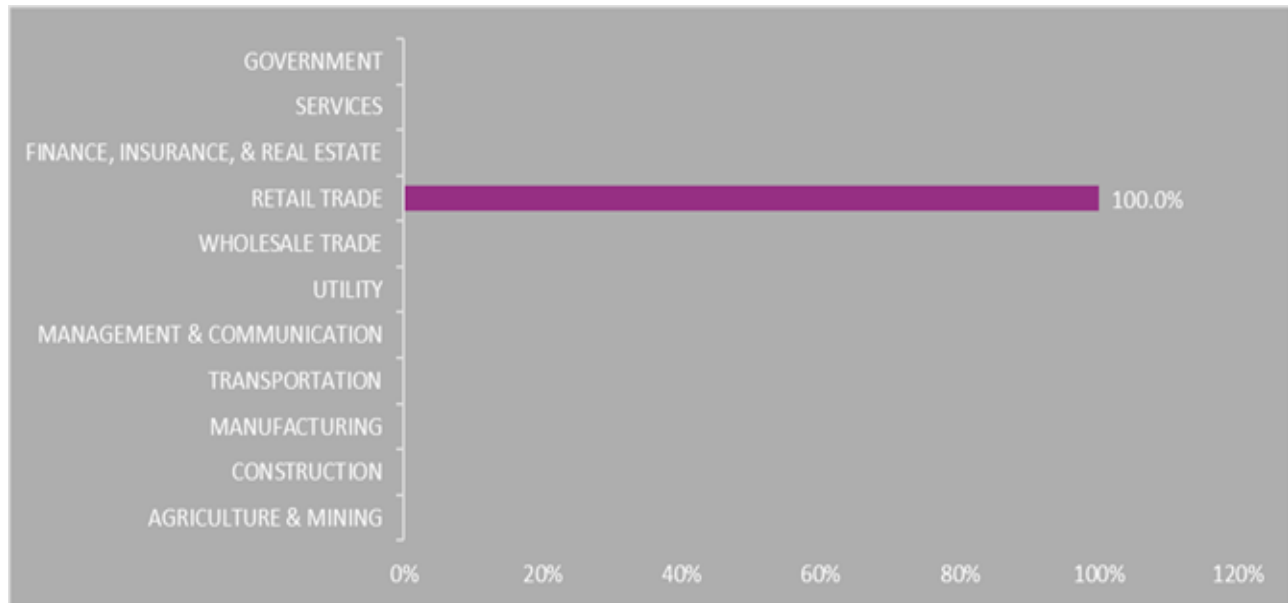
ECONOMIC VITALITY

the second largest industry providing 20% of the jobs, followed by the Manufacturing and Transportation Industries with 9% each. The number of business establishments in the Southwest Area has increased by 32% since 2010 though the number of jobs has not significantly changed. This is likely a result of the effects of the 2008 Economic Recession where many existing businesses reduced their workforces in response to changing market conditions, especially those in the Manufacturing, Construction, and Wholesale Trade. Since 2008, employment losses have been slow to return and many new/relocating businesses to the Southwest Area are not substantial employers.

Brownville

Brownville Community jobs make up an estimated 1% of the Southwest Framework Area jobs. These residents are all estimated to be employed in the Retail Industry.

FIGURE 4.8: Brownville Community Employment by Place of Work

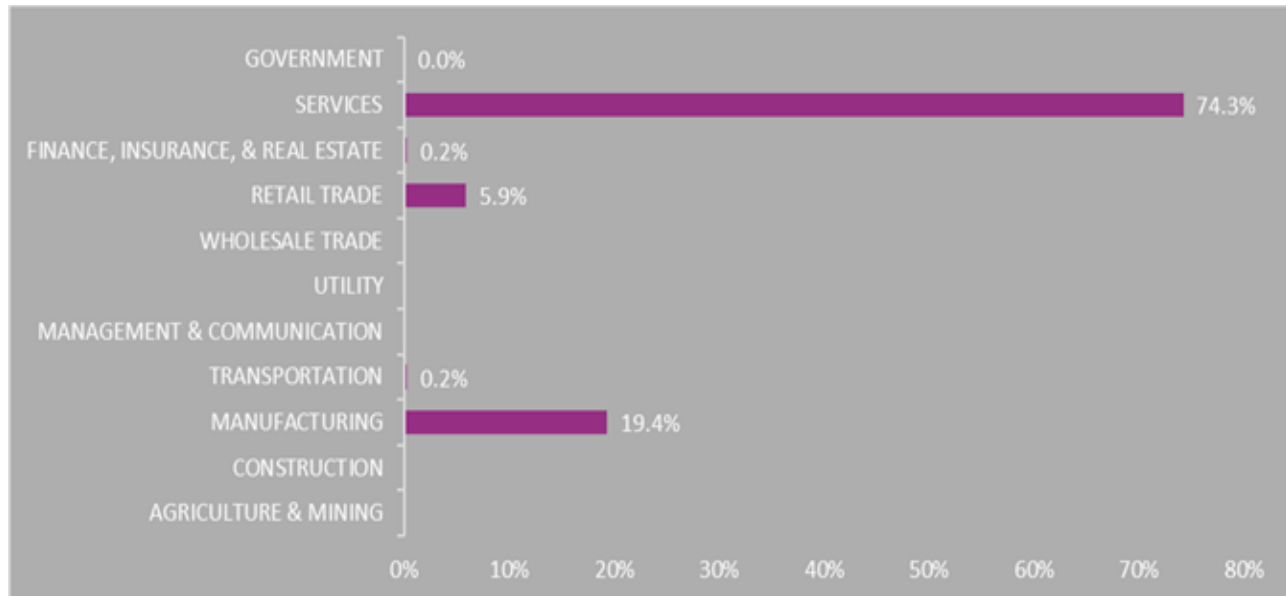


Source: U.S. Census Bureau Longitudinal Employment Dynamics (LED) 2012

Grasselli

Grasselli Community jobs make up an estimated 5% of all Southwest Framework Area jobs. The workforce is primarily employed in the Service Industry (74%) with the majority of remaining jobs within Manufacturing (19%) and Retail Trade (6%).

FIGURE 4.9: Grasselli Employment by Place of Work

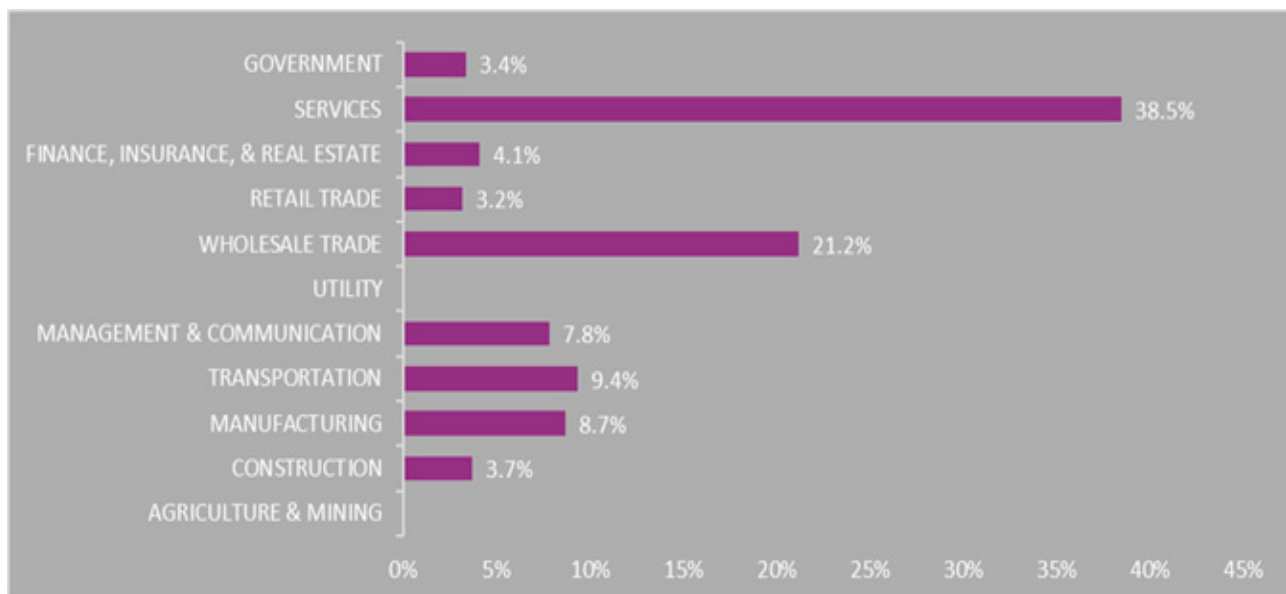


Source: U.S. Census Bureau Longitudinal Employment Dynamics (LED) 2012

Southwest

Southwest Community jobs make up an estimated 94% of all Southwest Framework Area jobs. These jobs are primarily within the Service Industry (39%) with the majority of remaining jobs found in Wholesale Trade (21%), and Transportation (9%).

FIGURE 4.10: Southwest Employment by Place of Work



Source: U.S. Census Bureau Longitudinal Employment Dynamics (LED) 2012

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4.5. Large Employers

The largest employers include the Buffalo Rock Corporation (682 employment), Materials Technology Inc. (600 employment), Hardy Corporation (300 employment), Hibbett Sports Inc. (300 employment), and Budweiser Distributing Company (180 employment). Collectively, these five businesses make up 20% of all jobs located in the Southwest Area. The heaviest concentrations of employment are primarily located along the 6th Avenue South corridor.

TABLE 4.6: Ten Largest Employers in the Southwest Area

Business	Employment Estimate
Buffalo Rock Corp	682
Materials Technology Inc	600
Hardy Corporation	300
Hibbett Sports Inc	300
Budweiser Distributing Co	180
Southeast Augmentative Comm	150
City Wholesale Grocery	150
Atherotech Diagnostics Inc	120
US Army Reserves	110
Inline Connections	101

Source: InfoGroup 2015 and RPCGB estimates

The numbers of business locations within the market area are most concentrated within the Southwest Community, with the heaviest concentrations along Industrial Drive and Lakeshore Drive near West Oxmoor Road. These corridor locations represent 48% of all business locations in the market area and 57% of all market area jobs. These corridor locations also represent the highest concentrations of retail businesses.

4.6. Commuting Data

An analysis of local commuter data of employment by place of work and employment by place of residence indicates that approximately 4% of employed Southwest Framework Plan Area residents are also working in the Southwest Framework Plan Area. Conversely, 96% of employed residents work outside the Southwest Framework Plan Area. Commuting data indicates that the primary destinations of employed residents outside of the area are the Birmingham City Center, the South Side/ Lakeview areas, Homewood (West Oxmoor), and the Bessemer area. These primary job destinations make up 27% of all employed Southwest Framework Plan Area job locations, thus the remaining 73% of employed residents are working elsewhere in the region.

4.6.1. Brownville Residential Workforce Commuting

Brownville commuters are chiefly employed in the downtown Birmingham area, primarily within the City Center and Southside/UAB areas, as well as the Pratt City/Ensley area. Commuters into the downtown area make up 35% of all Brownville commuters. Other areas of notable concentrations include the Pratt City/ Ensley (Five Points West) with 16% as well as the City of Bessemer with 9%.

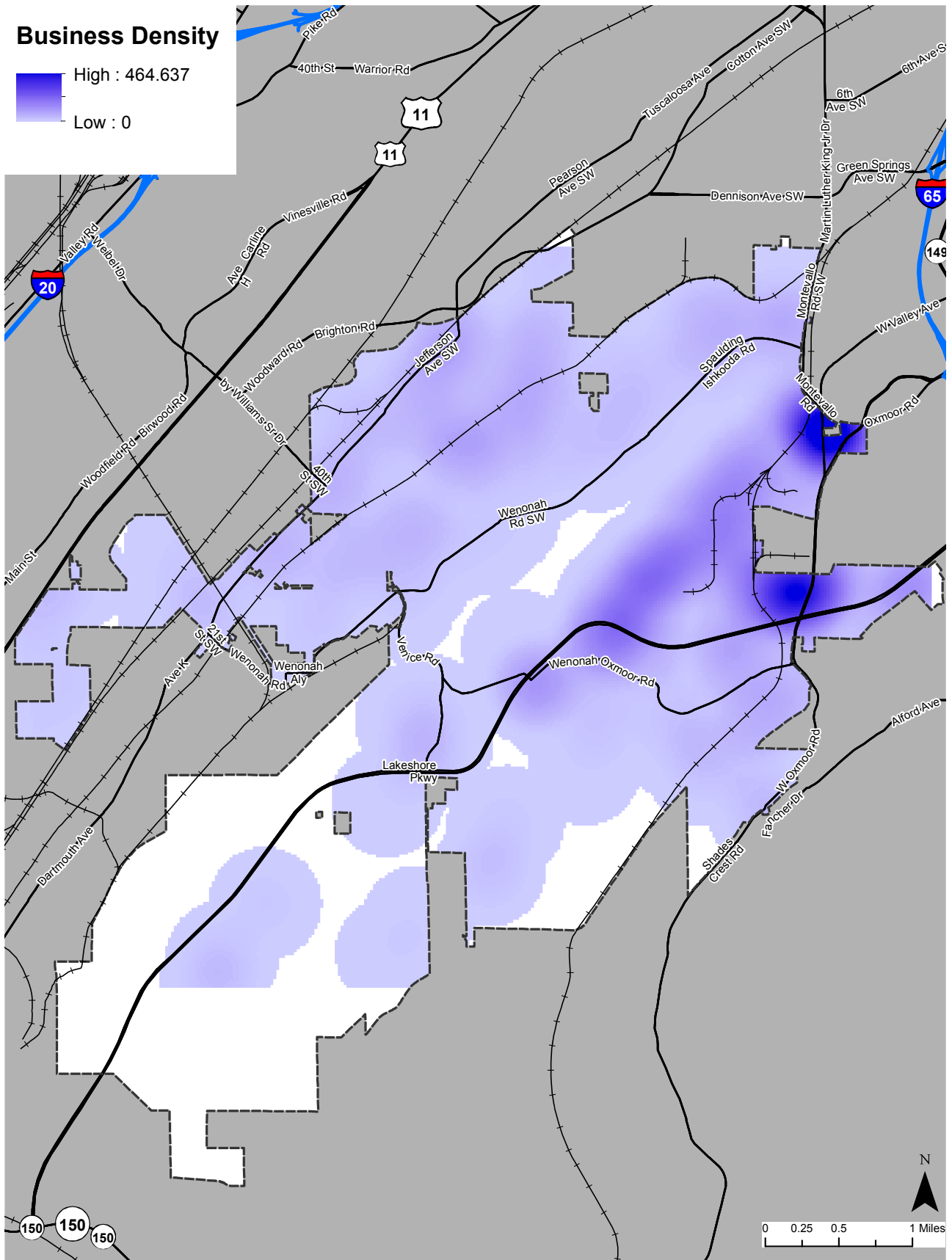
4.6.2. Grasselli Residential Workforce Commuting

Grasselli Community workforce commuters primarily travel to the downtown Birmingham area, with 16% working in the City Center and Southside areas. An estimated 14% work nearby in the Pratt City/Ensley area. Another 9% of employed residents work closer to home in the West End/Midfield area, while the remaining workers commute to other areas in Birmingham and Jefferson County.

4.6.3. Southwest Residential Commuting

The Southwest Community commuters are primarily employed in the downtown Birmingham area within the City Center and Southside/UAB areas, as well as the Lakeview area. An estimated 25% of employed residents work in these areas. Additionally, an estimated 13% of employed residents work in the Vestavia Hills/Hoover area, while 11% work in the Homewood area. The remaining workforce commutes to jobs elsewhere.

FIGURE 4.12: Southwest Area Business Concentration Map



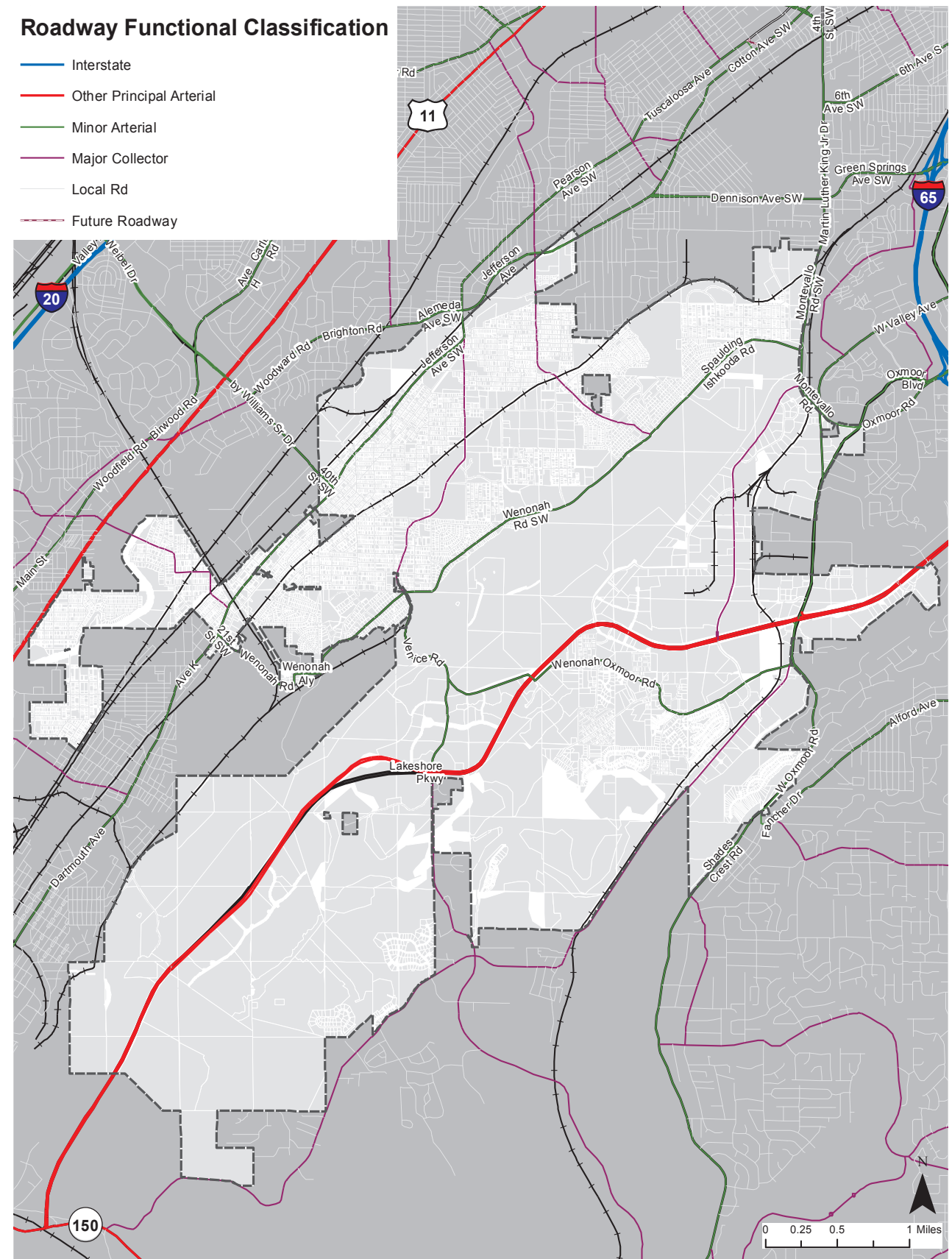
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5

Transportation + Infrastructure

TRANSPORTATION + INFRASTRUCTURE

FIGURE 5.1: Southwest Area Functional Roadway Classification Map



5.1. Functional Roadway Classification

Roadways vary not only in width, design, cross-section, and traffic volume, but also in their function. Roads are classified by the federal government (U.S. Department of Transportation) and State Departments of Transportation (DOTs) according to the transportation function they provide to the community. The functional classification of a road describes the character of service the road is intended to provide. The various road classifications primarily serve two competing functions: access to property and travel mobility depending upon their purpose. Within the Southwest Area, there is approximately 157.9 miles of roadways grouped into four distinct roadway classifications: principal arterials, minor arterials, collectors and local streets. These are shown in *Figure 5.1*.

There are no interstates within the Southwest Area.

5.1.1. Principal Arterials

Principal arterials serve longer inter-urban type trips and traffic traveling through urban areas, including interstates and state highways. The principal arterial roadways within the Southwest Area, totaling approximately 14.6 miles, and include Lakeshore Parkway.

5.1.2. Minor Arterials

Minor arterials provide moderate length trips. They serve a moderate size geographic area and offer connectivity to higher classified roadways such as interstates and principal arterials. The minor arterial roadways serving the Southwest Area, totaling approximately 14.2 miles, include: 21st Street SW, 31st Street SW, 40th Street SW, 55th Street SW, Avenue K, Barbee Street, Barbee Ct, Ishkooda Wenonah Road, Jefferson Ave SW, Montevallo Road SW, Oxmoor Boulevard, Shades Crest Rd, Spaulding Ishkooda Road, Valley Street, Venice Road, West Lakeshore Parkway, West Oxmoor Road, Wenonah Ally, Wenonah Oxmoor Road and Wenonah Road SW.

5.1.3. Collectors

Collectors are roadways that serve often definable neighborhoods, which may be bound by arterials with higher classifications. As their name suggests, collector streets ideally “collect and distribute” local traffic, providing a link between local neighborhood streets (i.e. non-arterials) and larger arterials. A collector street may be a major collector or a minor collector. Major collectors are longer in length when they are compared to their minor collector counterparts. While a major collector road offers more mobility than access, they may provide access to commercial, residential or have mixed uses. The major collector roadways within the Southwest Area, totaling approximately 7.6 miles. There are no minor collector roadways within the Southwest Area.

5.1.4. Local Streets

Local Streets are intended to provide the highest degree of land access (short trips at lower speeds), and thus limited mobility, discouraging through traffic. They provide access to individual single-family residential lots, entry and exit to the neighborhood, and connectivity to collectors and thoroughfares. In short, all other roadways not previously listed are considered local streets. Approximately 77 percent of all the roads within the Southwest Area are local streets, totaling approximately 121.5 miles.

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TABLE 5.1: Lane Miles of Roads within the Southwest Area

Roadway Functional Classification	# of Lane Miles within Southwest Area	% of all Southwest Area Roads
Interstates	0	0
Principal Arterials	14.6	9.2%
Minor Arterials	14.2	9.0%
Major Collectors	7.6	4.8%
Minor Collectors	0.0	0.0%
Local Streets	121.5	76.9%
Totals	157.9	100.0%

Source: Birmingham MPO Average Annual Daily Traffic Counts

5.2. Annual Average Daily Traffic Count

The Annual Average Daily Traffic (AADT) volumes for the major roadways within the Southwest Area are shown in *Figure 5.2* and *Table 5.2* lists the locations along roadways with where high average daily volumes are greater than 18,000 AADT. The counts were collected by the Alabama Department of Transportation (ALDOT) at count stations in 2013. This AADT data identifies the volume of traffic moving through each roadway segment on an “average” day of the year; and in doing so, assists future planning by providing a baseline number to be analyzed.

The highest traffic count locations within the Southwest Area are located in the Southwest community, followed by locations in the Grasselli community and then in the Brownville community. Listed below are the non-interstate roadways with the highest AADT counts in each of the Southwest Area communities:

- Brownville: Jefferson Avenue south of Cairo Avenue – 4,840 AADT
- Grasselli: Wilson Rd btw 33rd Street and Chris McNair drive- 8,090 AADT
- Southwest: Lakeshore Parkway btw Wildwood Circle and John Carroll Drive – 30,250 AADT

TABLE 5.2: Average Annual Daily Traffic Counts in the Southwest Area (2013)

Location	AADT Count	Functional Classification of Roadway	Community
Lakeshore Parkway btw Wildwood Circle and John Carroll Drive	30,250	Principal Arterial	Southwest
Lakeshore Parkway btw John Carroll Drive and West Oxmoor Rd	28,450	Principal Arterial	Southwest
Lakeshore Parkway btw W. Oxmoor and Tim Martin Dr.	23,700	Principal Arterial	Southwest
Oxmoor Rd north of Happy lane	22,930	Minor Arterial	Southwest
Lakeshore Pkwy south of Little Shades Dr.	19,320	Principal Arterial	Southwest
31st Avenue btw Brighton Rd and Brookhaven Avenue	13,020	Minor Arterial	Southwest
Spaulding/Ishkooda Rd west of 16th Place	11,820	Minor Arterial	Southwest
Lakeshore Pkwy south of Milan Pkwy	11,580	Principal Arterial	Southwest
Oxmoor Rd north of Oxmoor Cir	11,360	Minor Arterial	Southwest

TRANSPORTATION + INFRASTRUCTURE

Location	AADT Count	Functional Classification of Roadway	Community
Spaulding/Ishkooda Rd btw 13th Way and 14th Street	11,190	Minor Arterial	Southwest
Lakeshore Pkwy north of Leaf Lake Blvd	10,720	Principal Arterial	Southwest
31st Street btw Aspen Avenue and Dowell Avenue	9,190	Major Collector	Southwest
Wilson Rd south of Cedar Avenue	8,740	Major Collector	Southwest
Wilson Rd btw 33rd Street and Chris McNair drive	8,090	Major Collector	Grasselli
Barber Ct west of Oxmoor Rd	7,230	Minor Arterial	Southwest
Ishkooda Rd south of Tempest Dr.	6,820	Major Collector	Southwest
Venice Rd south of Milan Pkwy	6,670	Minor Arterial	Southwest
24th Street south of Jefferson Avenue	6,220	Major Collector	Southwest
24th Street btw Dawson Avenue and Snavely Avenue	6,010	Major Collector	Southwest
Ishkooda Rd btw Nabors Rd and 24th Street	5,770	Major Collector	Southwest
Jefferson Ave just S of 43rd St SW	5,570	Minor Arterial	Grasselli
Jefferson Avenue btw Aspen Avenue and Balsam Avenue	5,450	Minor Arterial	Southwest
Shannon Rd east of Oxmoor Rd	5,270	Major Collector	Southwest
Industrial Dr south of Industrial Ln	4,970	Major Collector	Southwest
Jefferson Avenue south of Cairo Avenue	4,840	Minor Arterial	Brownville
Ishkooda/Wenonah Rd west of 17th Place	4,140	Minor Arterial	Southwest
Cairo Ave north of Juanita Cir	4,010	Major Collector	Brownville
Cairo Ave south of Yellow Wood Ave	3,840	Major Collector	Brownville
CR 18 south of 21st St	3,690	Minor Arterial	Brownville
Cairo Ave east of Lillian St	3,680	Major Collector	Brownville
Cairo Ave north of Watson Ave	3,500	Major Collector	Brownville
Balsam Ave east of 28th St	3,320	Principal Arterial	Southwest
Ishkooda/Wenonah Rd west of Felix Avenue	2,380	Minor Arterial	Brownville
Ishkooda/Wenonah Rd btw Carver Avenue and 31st Street	2,050	Minor Arterial	Grasselli
Sydney Dr. west of Lucerne Ln	1,700	Minor Arterial	Southwest
Wenonah Oxmoor Rd east of Little Shades Creek	1,690	Minor Arterial	Southwest
Wenonah Aly east of Annette St	1,560	Minor Arterial	Brownville

Source: Alabama Department of Transportation 2013

5.3. Existing Transit Routes, Stations, and Ridership

The Birmingham Jefferson County Transit Authority (BJCTA), known by the tag name of “Max”, operates fixed local route and express route service in the Southwest Area, and provides demand response service (Paratransit).

At present, there are seven existing BJCTA Max bus routes that either serve or pass through the Southwest Area communities. They all have origins and destinations in downtown Birmingham, at the BJCTA Central Station. They are:

- Route 1 Express (serves Southwest community)
- Route 1 South Bessemer (serves Southwest, Grasselli and Brownville communities)
- Route 3 Jefferson Wenonah (serves Southwest and Grasselli communities)
- Route 14 Idlewild-Palisades (serves Southwest community)
- Route 39 Homewood Wildwood (serves Southwest community)
- Route 48 South Powderly (serves Southwest community)

Historical ridership trends for year 2014 as a whole and for the last 12 months are included in *Table 5.4*. *Table 5.3* lists the total number of bus stops (both inbound and outbound) along these routes, including the total number of stops within the boundary of the Southwest Area, along with the major locations that these routes and stops serve.

TRANSPORTATION + INFRASTRUCTURE

TABLE 5.3: Bus Stops along BJCTA Routes in the Southwest Area

Route Number and Name	# of Bus Stops (Inbound and Outbound)	# of Bus Stops in Southwest Area	Major Locations Served in Southwest Area
Route1-Express	72	10	Alabama Theater, McWane Science Center, Baptist Medical Center Princeton, West End Academy, Jefferson Ave SW, Powderly Library
Route 1- South Bessemer	137	29	Downtown Birmingham, Baptist Medical Center Princeton, West End Academy, Downtown Bessemer, Bessemer Library, Pipe Shop, Westlake Mall, UAB Medical West, Bessemer Civic Center, Bessemer Social Security Office
Route 3- Jefferson Wenonah	90	64	Central Station, Baptist Medical Center Princeton, West End Library, West End Post Office, Wenonah High School, Kimbrough Homes, Lawson State College
Route 14- Idlewild- Palisades	86	65	Downtown Birmingham, UAB Hospital, Five Points South, Southside Library, South Highland Post Office, Easter Seals, Tasc, Palisades Shopping Center, Virginia College, Barbers/ Mayfield Dairy, Robert Jemison Road Brown Mackie College
Route 39- Homewood Wildwood	84	84	Downtown Birmingham, Five Points South, Vulcan Park, Homewood Park, Dawson Memorial, Wildwood Shopping Center, Industrial Drive, Fortis College, IRS Building, Palisades Shopping Center, Virginia College
Route 48-South Powderly	88	88	Downtown Birmingham, Railroad Park, UAB Hospital, Copper Green Mercy Hospital, Jefferson County Health Department, Heritage Shopping Center, Copper Green Homes
TOTALS	557	340	

Source: BJCTA 2015

ClasTran is a regional transportation provider comprised of a consortium of county and local governments, and human service agencies. ClasTran primarily provides weekday subsidized paratransit rides for people who are 60+ traveling in Jefferson, Shelby and Walker Counties, for people who are eligible for paratransit under the Americans with Disabilities Act, and for people who reside in and travel to or from rural Jefferson or Shelby Counties. These individuals must live outside of the Birmingham Jefferson County's fixed-route transit service boundaries. For people who do not meet the above categories, ClasTran will also provide unsubsidized public transportation rides to anyone residing in the rural areas of these three counties, but travel is on a space-available basis and pay full fare. The fare for riders using ClasTran is \$4/one-way trip.

TRANSPORTATION + INFRASTRUCTURE

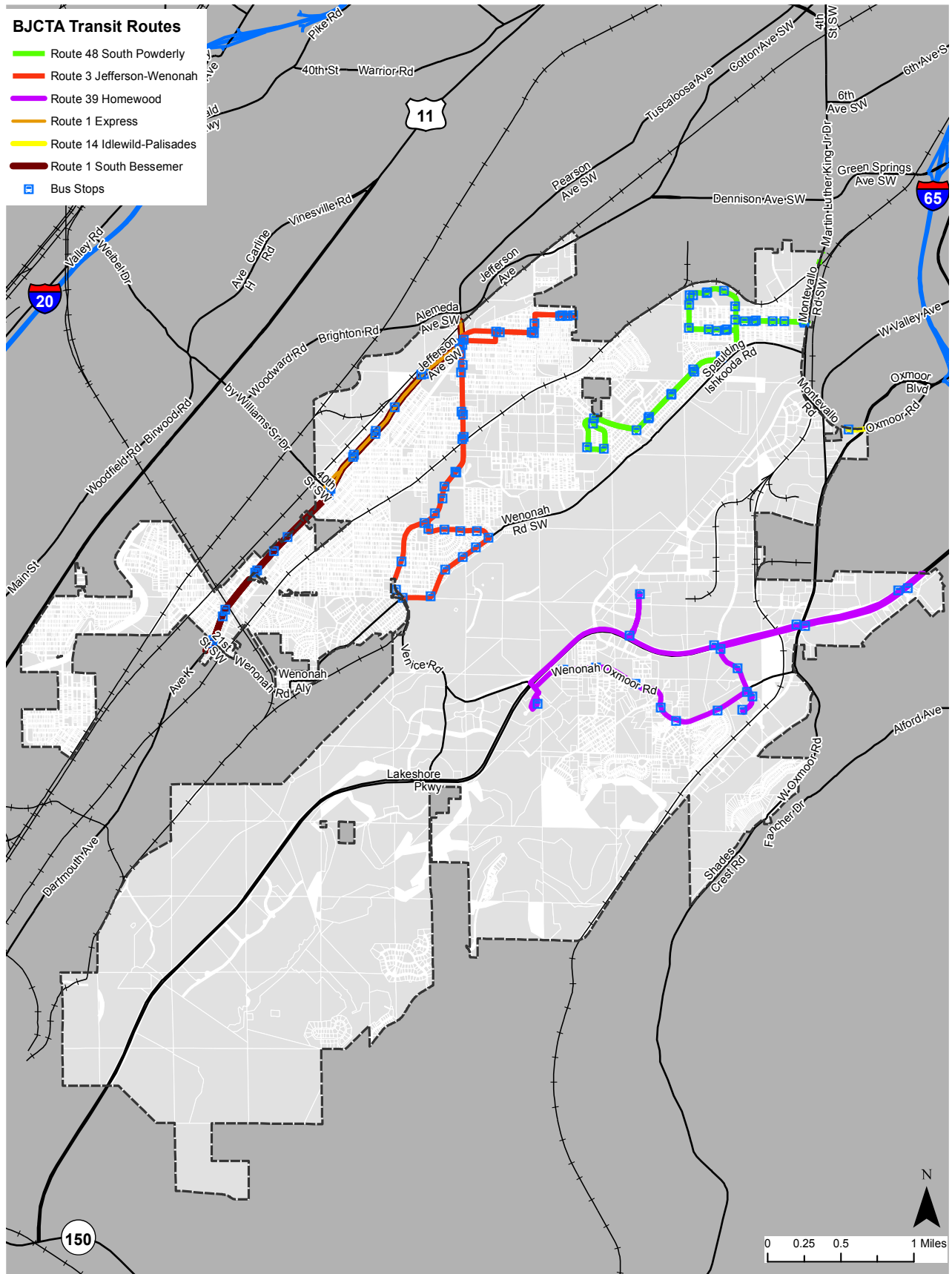
TABLE 5.4: BJCTA Historical Ridership on Routes Serving the Southwest Area

Route Number and Name	Jan - Dec 2014 Totals	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15
1 Express	29,193	N/A	N/A	4,132	3,153	3,770	3,481	2,888	33,284	3,555	3,109	3,109	3,151
1 South Bessemer	179,316	18,790	19,550	16,211	13,362	13,540	12,438	11,059	12,443	13,375	12,524	13,273	12,685
3 Jefferson Wenonah	146,413	12,583	13,087	13,838	10,591	10,963	12,195	10,323	11,135	11,586	11,576	11,243	11,645
14 Idlewild-Palisades	202,955	17,301	18,005	18,927	15,136	16,431	16,485	13,854	16,560	17,790	16,274	16,592	16,737
39 Homewood Wildwood	78,303	7,408	7,528	8,453	6,747	6,969	6,756	5,930	7,046	7,455	7,117	8,223	8,253
48 South Powderly	47,722	4,474	4,706	5,890	4,082	4,758	4,049	3,766	3,839	4,062	3,956	4,381	4,663
TOTALS	683,902	60,556	62,876	67,451	53,071	56,431	55,404	47,820	84,307	57,823	54,556	56,821	57,134

Source: BJCTA 2015

TRANSPORTATION + INFRASTRUCTURE

FIGURE 5.3: BJCTA Transit Routes in the Southwest Area



5.4. Sidewalks

A majority of the streets within the Southwest Area lack sidewalks. Generally speaking, most of the Southwest Area sidewalks are located in the Southwest Community along 31st Street SW and Jefferson Avenue SW in the historic Jones Valley and Riley neighborhoods. Another concentration of sidewalks exists in the Grasselli Community alongside Wilson Road SW in the Industrial Center, Grasselli Heights, and West Goldwire Neighborhoods (see *Figure 5.4*). In general, few sidewalks exist Brownville Community.

However, for new developments, the City of Birmingham's Subdivision Regulations prioritize the need for sidewalks. Sidewalks in residential areas must be a minimum of 4 foot wide, and a minimum of 6 foot wide for commercial areas on both sides of all major and minor arterials. In addition, the city also requires a 4-foot wide (minimum) sidewalk on both sides of all local streets.

5.5. Biking Infrastructure and Trends

Red Rock Ridge and Valley Trail System

The Red Rock Ridge and Valley Trail System Master Plan document was completed in 2010 as a joint effort between the Freshwater Land Trust, the Jefferson County Department of Health and the Health Action Partnership to develop a greenway master plan for Jefferson County. The system plan proposes over 200 miles of shared-use greenways and trails along six main corridors, as well as over 600 miles of street-based bicycle and pedestrian pathways that aim to connect the corridors and surrounding areas.

The purpose of the plan was to develop bicycle and pedestrian infrastructure that would in turn promote healthy choices, use of alternate modes of transportation and protect regional waterways. Approximately 8.8 miles of the Red Mountain Park Trail System, a segment of the Red Rock Ridge and Valley Trail System (RRRVTS), have been constructed within the Southwest Area. An additional 22.6 miles of trails are proposed throughout the Southwest Area. When fully constructed, they would total 3.9 miles of off-street trails and 27.5 miles of connecting on-street improvements.

Currently 2 sections of the proposed 7 corridors enter or border the Southwest area making it an essential piece of the RRRVT system. *Table 5.5* provides a comprehensive list of the RRRVT trail Corridors within the Southwest Area.

TRANSPORTATION + INFRASTRUCTURE

FIGURE 5.4: Southwest Area Sidewalk Map

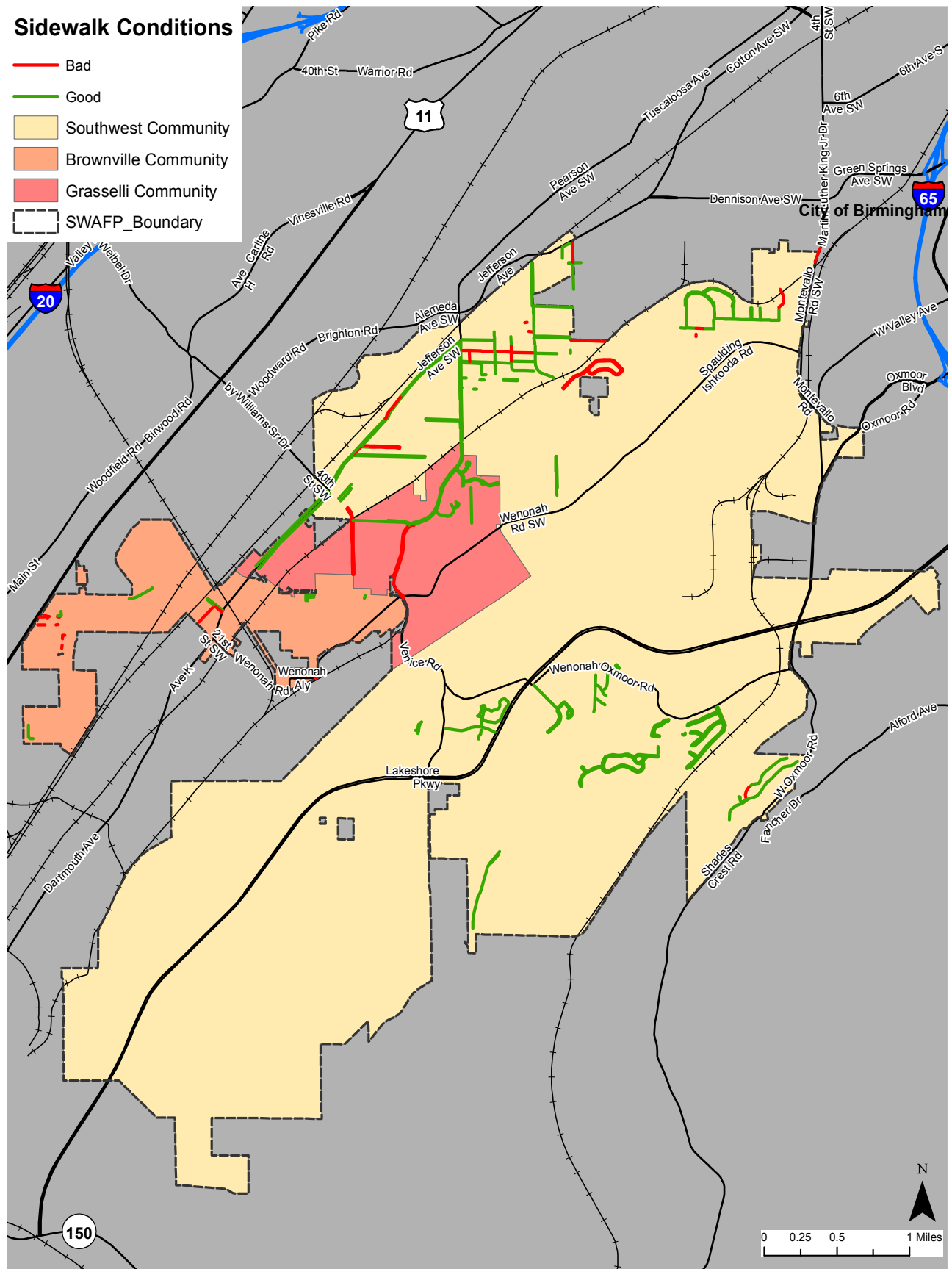


TABLE 5.5: Red Rock Ridge and Valley Trail System Corridors within the Southwest Area

Corridor	Description	# Proposed Trail Segments	Total Proposed Miles	Total Miles Constructed	Birmingham Community
Shades Creek	This corridor primarily runs from the southwest to northeast and runs through Bessemer, Hoover, Homewood, Mountain Brook, Irondale, and Birmingham. Proposed on-street connectors of John Rodgers Trail and the Alton Road Trail run through the Cahaba and Roebuck-Southeast Lake communities area.	11	17.2	0.0	Southwest
Jones Valley	Jones Valley is the central spine of the Red Rock Ridge and Valley Trail System and primarily runs west to east through Birmingham starting in Bessemer and terminating in Sand Ridge to the north. Proposed on street connectors and trails through the Roebuck-Southeast Lake and Huffman communities include Ruffner Rail Greenway, 81st St S connector, Ruffner Mountain Connector, 86th St S Trail, and the Roebuck Golf Course connector, and 1st Ave N. Trail.	9	14.2	8.8	Brownville, Grasselli, Southwest
Total (Miles):		20	31.4	8.8	

Source: Red Rock Ridge and Valley Trail System Master Plan

5.6. Railroads

Three (3) Class I rail facilities comprising six (6) active freight lines run in an east-west direction through the Southwest Area. CSX operates four (4) major rail line through Southwest Community, and one (1) major rail line through Grasselli and Brownville connecting the City of Mobile in South Alabama with the City of Chicago in the Great Lakes region. Norfolk Southern operates one (1) rail lines in the Southwest community. These rail lines connect from Irondale into Birmingham and travel northeast to Chattanooga. The Alabama and Tennessee River Railway operates one (1) short line through the Southwest community connecting the City of Birmingham to the City of Guntersville near the Tennessee River.

TRANSPORTATION + INFRASTRUCTURE

FIGURE 5.5: Proposed Red Rock Ridge and Valley Trail System Corridors Map

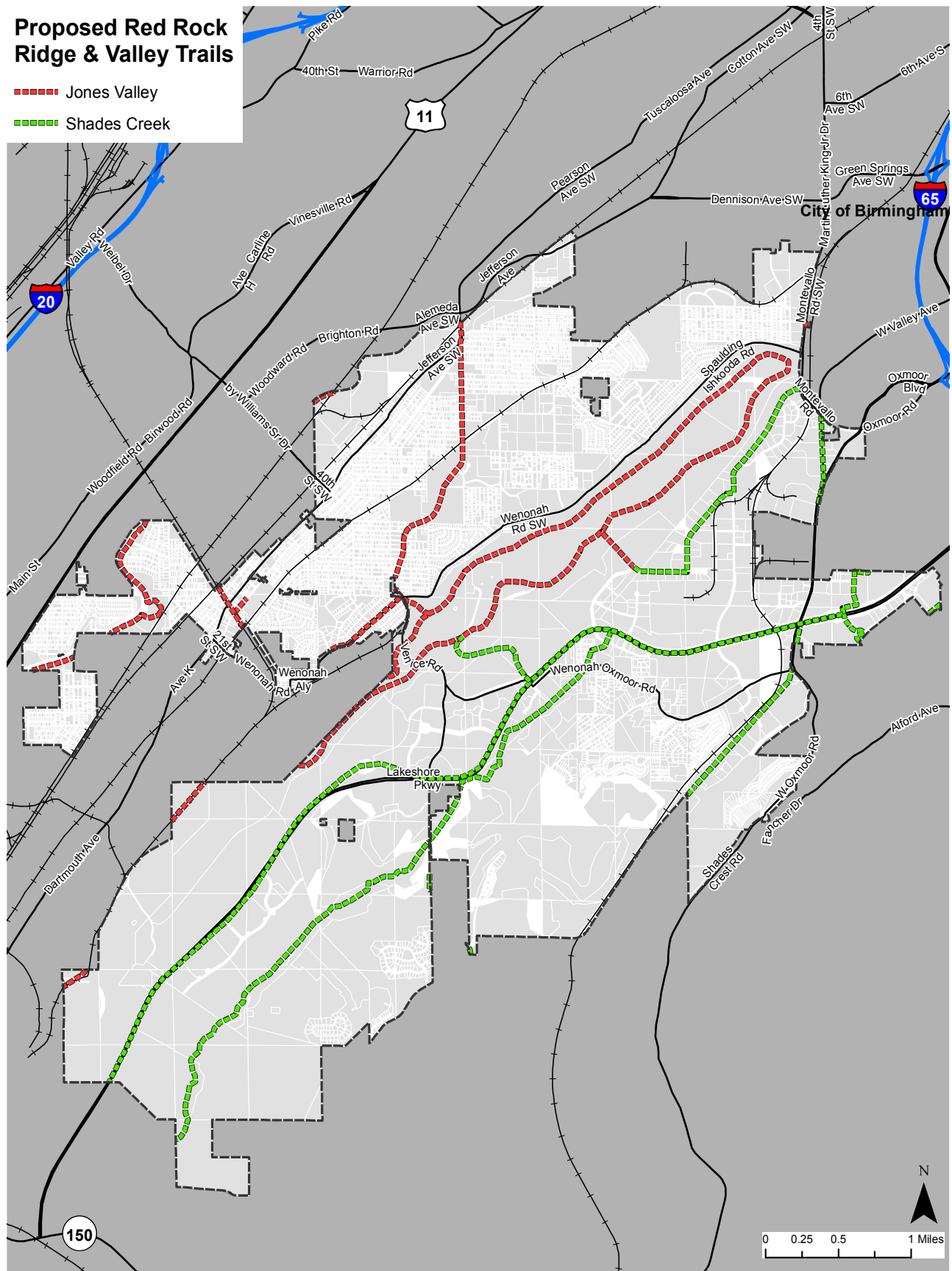
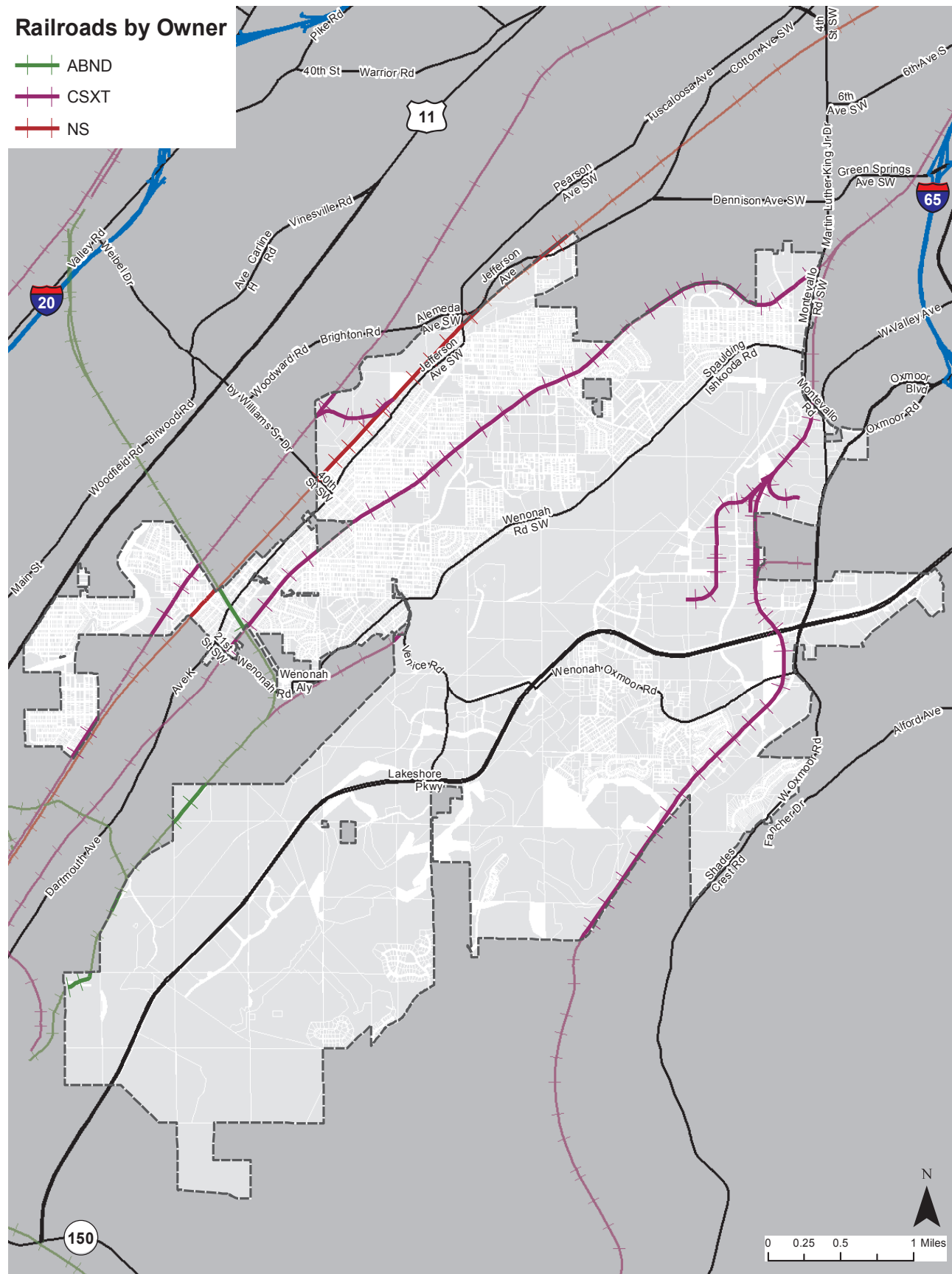


FIGURE 5.6: Southwest Area Railroads by Owner Map



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6

Future Land Use

6.1. Introduction

A property's land use simply denotes the type of function operating on the property. A property's land use may be residential, commercial, industrial, open space, or even a mix of residential and commercial. Land uses also have densities-- as in, residential low, residential high, light industrial, and heavy industrial. Land use differs from zoning in that a property's land use is a general description, whereas a property's zoning district is its legal designation within a municipality's zoning ordinance.

The Southwestern Area existing land use map will be presented here as well as the adopted Future Land Use Plan from 2013. The Future Land Use Plan Map is subject to periodic review to see if conditions have changed that may justify an amendment. The final Southwestern Area Framework Plan will propose changes to the area's future land use map based on public feedback and the project team's surveys. Once adopted, this Future Land Use Map will be used as the basis and guide for any potential rezoning within the three communities.

6.2. Existing Land Use

The windshield survey completed in the summer of 2015 by City and RPCGB staff provides a real time analysis of all land uses within the Southwestern Area. Land use as well as property condition were collected on a parcel by parcel basis for each community. The following land use categories were used during the collection process; Vacant, Office, Retail, Heavy Industrial, Light Industrial, Single Family, Multi Family 2-4 units, Multi Family 5-9 Units, Multi Family 10+ units, Institutional, Transportation, Parks and Open Space. The data collected during the survey provides the base line for the existing land use map and accurately depicts the current housing conditions within each community.

TABLE 6.1: Land Use Description

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

Source: City of Birmingham

FUTURE LAND USE

FIGURE 6.1: Southwest Area Existing Land Use Map

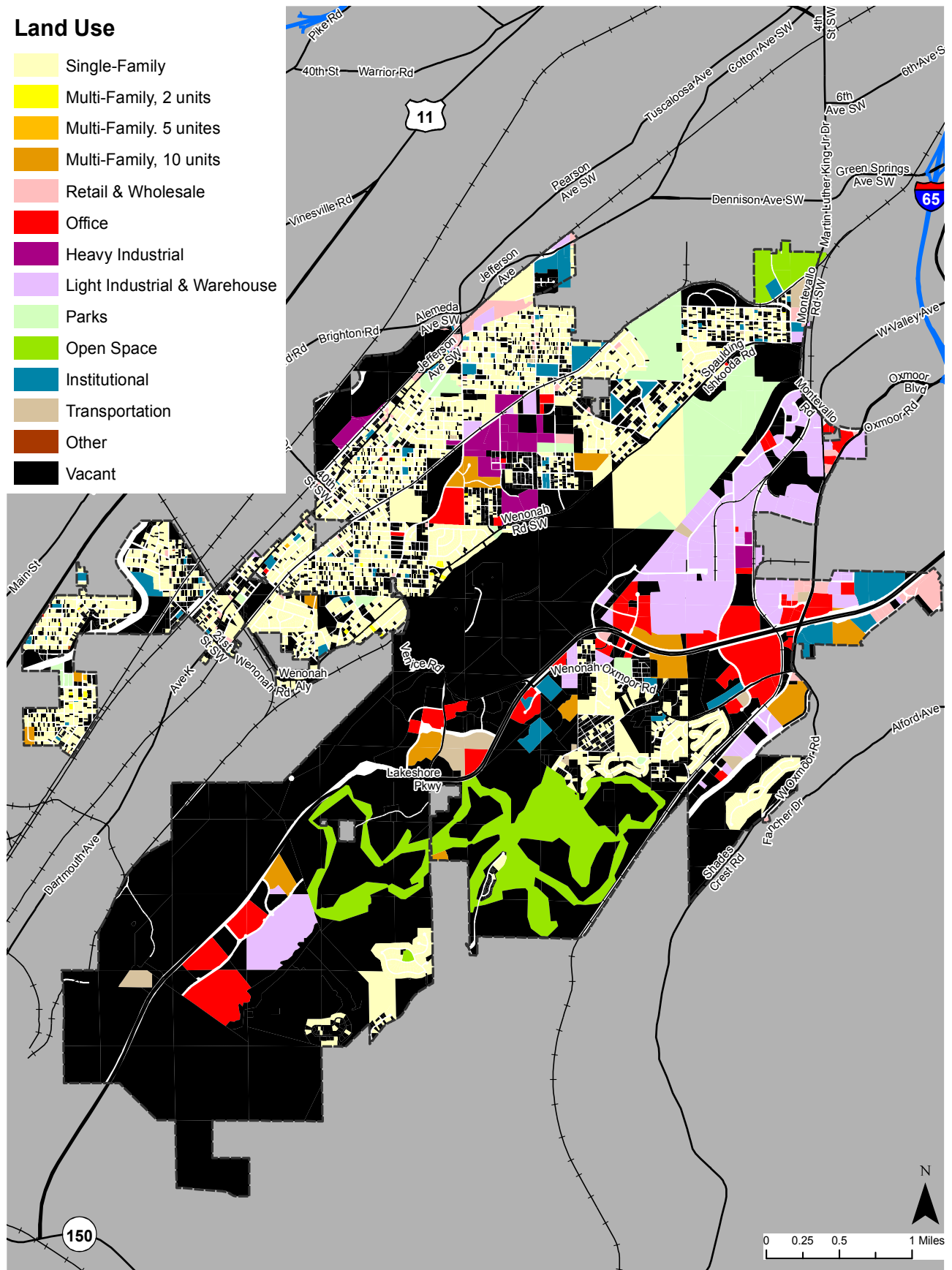


TABLE 6.2: Southwest Area Land Use by Acres and Parcels

Land Use	Acres	% Of Total Acres	Parcels	% Of Total Parcels
Heavy Industrial	144.5	1%	24	0.3%
Institutional	229.8	2%	100	1%
Light Industrial & Warehouse	676.6	7%	126	1%
Multi-Family, 2 - 4 units	8.3	0%	26	0%
Multi-Family, 5 - 9 units	1.3	0%	3	0%
Multi-Family, 10+ units	195.6	2%	16	0%
Office	439.2	4%	63	1%
Other	0.4	0%	3	0%
Parks/ Open Space	954.9	9%	37	0%
Retail & Wholesale	111.2	1%	105	1%
Rights-of-Way	0.2	0%	2	0%
Single Family	1634.2	16%	5,987	63%
Transportation	86	1%	36	0%
Vacant	5840.5	57%	3,037	32%
TOTALS	10322.7	100%	9,565	100%

Source: City of Birmingham

FUTURE LAND USE

FIGURE 6.2: Brownville Community Existing Land Use Map

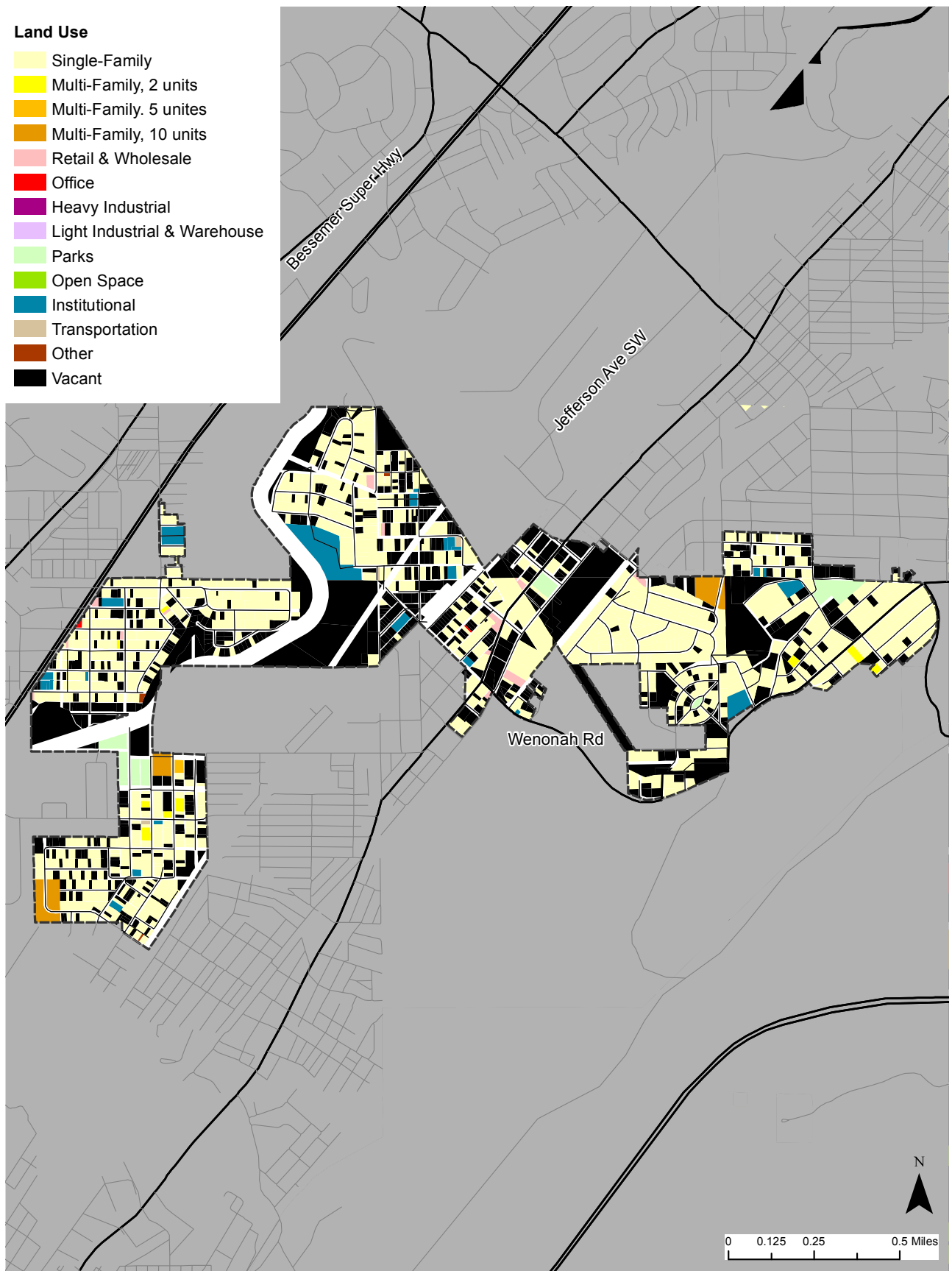


TABLE 6.3: Brownville Land Use by Acres and Parcels

Land Use	Acres	% of Total Acres	Parcels	% of Total Parcels
Institutional	23.5	3.6%	24	1%
Multi-Family, 2-4 units	3.79	0.6%	9	0%
Multi-Family, 5-9 units	0.63	0.1%	1	0%
Multi-Family, 10+ units	11.6	1.8%	3	0%
Office	0.29	0.0%	2	0%
Parks/ Open Space	12.69	1.9%	10	0%
Retail & Wholesale	4.4	0.7%	14	1%
Rights-of-Way	1.2	0.2%	68	3%
Single Family	324	49.7%	1,328	63%
Transportation	0.64	0.1%	3	0%
Vacant	268.6	41.2%	699	33%
Total	651.3	100.0%	2,098	100%

Source: City of Birmingham

FUTURE LAND USE

FIGURE 6.3: Grasselli Community Existing Land Use Map

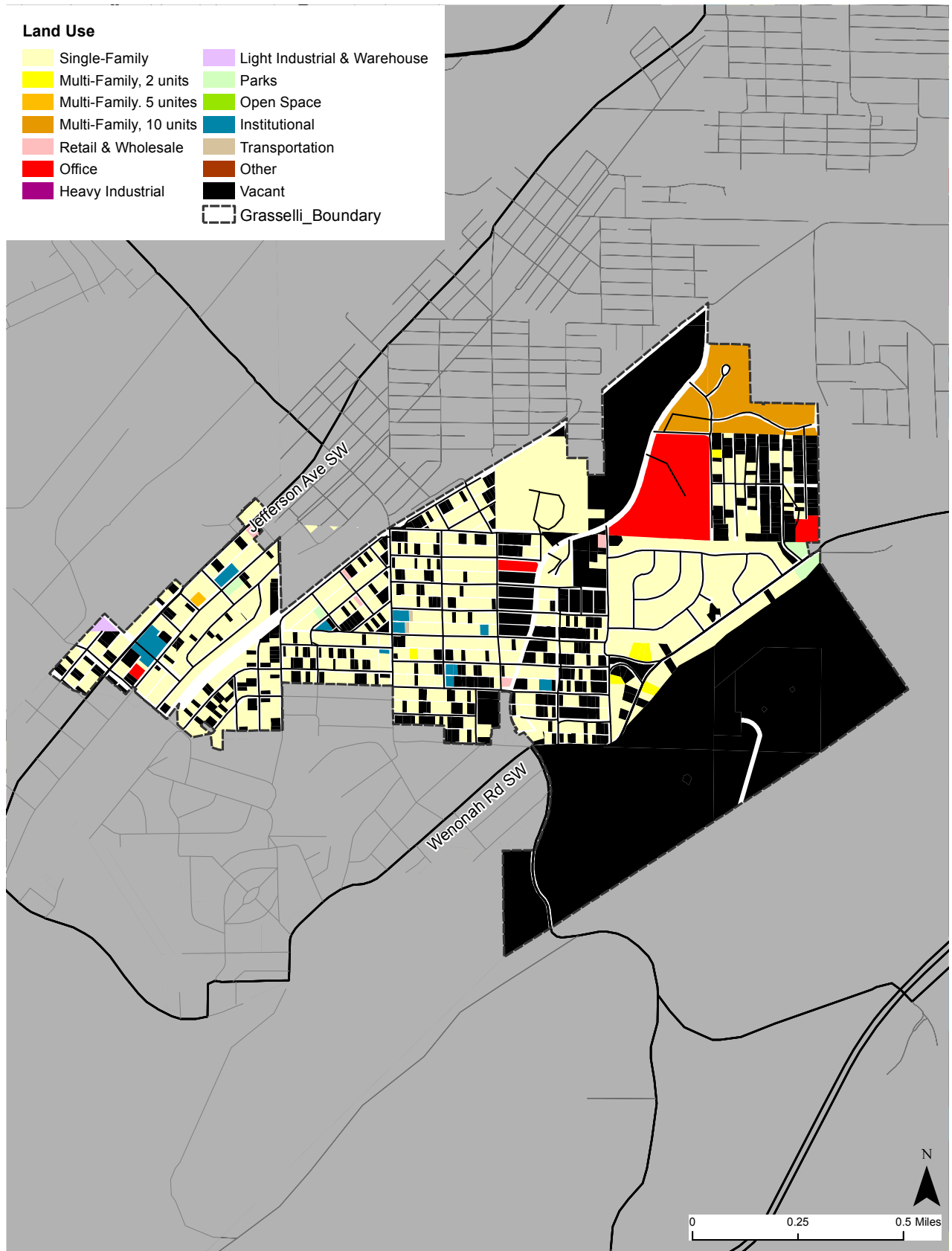


TABLE 6.4: Grasselli Land Use by Acres and Parcels

Land Use	Acres	% of Total Acres	Parcels	% of Total Parcels
Institutional	6.7	1.0%	11	1%
Light Industrial & Warehouse	0.85	0.1%	1	0%
Multi-Family, 2-4 units	2.72	0.4%	7	0%
Multi-Family, 5-9 units	0.44	0.1%	1	0%
Multi-Family, 10+ units	24	3.7%	3	0%
Office	30.7	4.7%	4	0%
Parks/ Open Space	2.95	0.5%	4	0%
Retail & Wholesale	1.32	0.2%	5	0%
Rights-of-Way	0	0.0%	0	0%
Single Family	231	35.6%	1,001	67%
Transportation	0.3	0.0%	2	0%
Vacant	347.8	53.6%	457	31%
Total	649	100.0%	1,496	100%

Source: City of Birmingham

TABLE 6.5: Southwest Land Use by Acres and Parcels






















Land Use	Acres	% of Total Acres	Parcels	% of Total Parcels
Institutional	197	2.2%	65	1%
Light Industrial & Warehouse	675.7	7.5%	125	2%
Multi-Family, 2-4 units	1.79	0.0%	10	0%
Multi-Family, 5-9 units	0.26	0.0%	1	0%
Multi-Family, 10+ units	160.1	1.8%	10	0%
Office	408.23	4.5%	57	1%
Parks/ Open Space	937.95	10.4%	23	0%
Retail & Wholesale	105.47	1.2%	86	1%
Rights-of-Way	144.68	1.6%	24	0%
Single Family	1078.1	12.0%	3,658	61%
Transportation	85	0.9%	31	1%
Vacant	5214	57.9%	1,887	32%
Total	9008.28	100.0%	5,977	100%

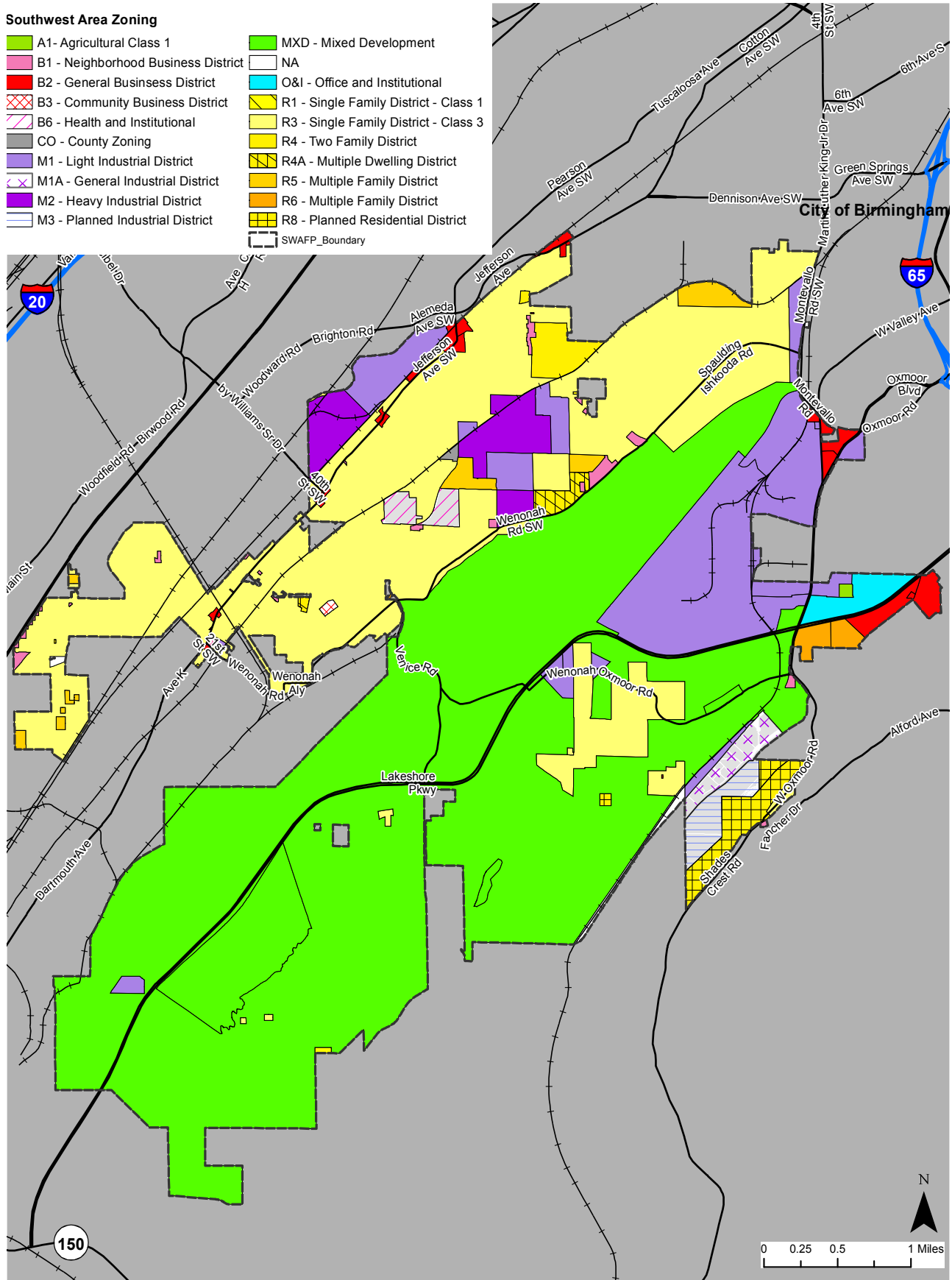
Source: City of Birmingham

FUTURE LAND USE

FIGURE 6.5: Southwest Area Zoning Map

Southwest Area Zoning

- | | |
|---|---|
|  A1 - Agricultural Class 1 |  MXD - Mixed Development |
|  B1 - Neighborhood Business District |  NA |
|  B2 - General Business District |  O&I - Office and Institutional |
|  B3 - Community Business District |  R1 - Single Family District - Class 1 |
|  B6 - Health and Institutional |  R3 - Single Family District - Class 3 |
|  CO - County Zoning |  R4 - Two Family District |
|  M1 - Light Industrial District |  R4A - Multiple Dwelling District |
|  M1A - General Industrial District |  R5 - Multiple Family District |
|  M2 - Heavy Industrial District |  R6 - Multiple Family District |
|  M3 - Planned Industrial District |  R8 - Planned Residential District |
| |  SWAFP_Boundary |



6.3. Zoning

The current zoning map for the Southwestern Area regulates the types of uses and density of uses allowed. The City is in the process of rewriting its zoning ordinance and plans on applying the new ordinance to the framework plan areas once both the ordinance and the final framework plans are adopted. The new zoning ordinance will incorporate mixed-use zoning districts as recommended in the Comprehensive Plan. *Figure 6.5* depicts the zoning classifications in the Southwest Area. *Table 6.6* summarizes the zoning classifications for each community.

TABLE 6.6: Southwest Area Zoning by District 2014

	Zoning Category	Acres	% of Total Acres
A1	Agricultural Class 1	5	0.0%
B1	Neighborhood Business District	46	0.4%
B2	General Business District	143	1.2%
B3	Community Business District	5	0.0%
B6	Health and Institutional District	57,3213	0.5%
CO	County Zoning	5	0.0%
M1	Light Industrial District	1,151	9.9%
M1A	General Industrial District	77	0.7%
M2	Heavy Industrial District	253	2.2%
M3	Planned Industrial District	84	0.7%
MXD	Mixed Development	6,206	53.3%
NA	NA	25	0.2%
OI	Office & Institutional	83	0.7%
R1	Single Family District- Class 1	3	0.0%
R3	Single Family District- Class 3	3,099	26.6%
R4	Two Family District	80	0.7%
R4A	Multiple Dwelling District	41	0.4%
R5	Multiple Family District	100	0.9%
R6	Multiple Family District	53	0.5%
R8	Planned Residential District	130	1.1%
	TOTALS:	11,646	100.0%

Source: City of Birmingham

FUTURE LAND USE

FIGURE 6.6: Brownville Community Zoning Map

Zoning

- B1 - Neighborhood Business District
- B2 - General Business District
- B3 - Community Business District
- M1 - Light Industrial District
- NA
- R3 - Single Family District - Class 3
- R4 - Two Family District
- R4A - Multiple Dwelling District
- R5 - Multiple Family District
- R6 - Multiple Family District
- Brownville Community

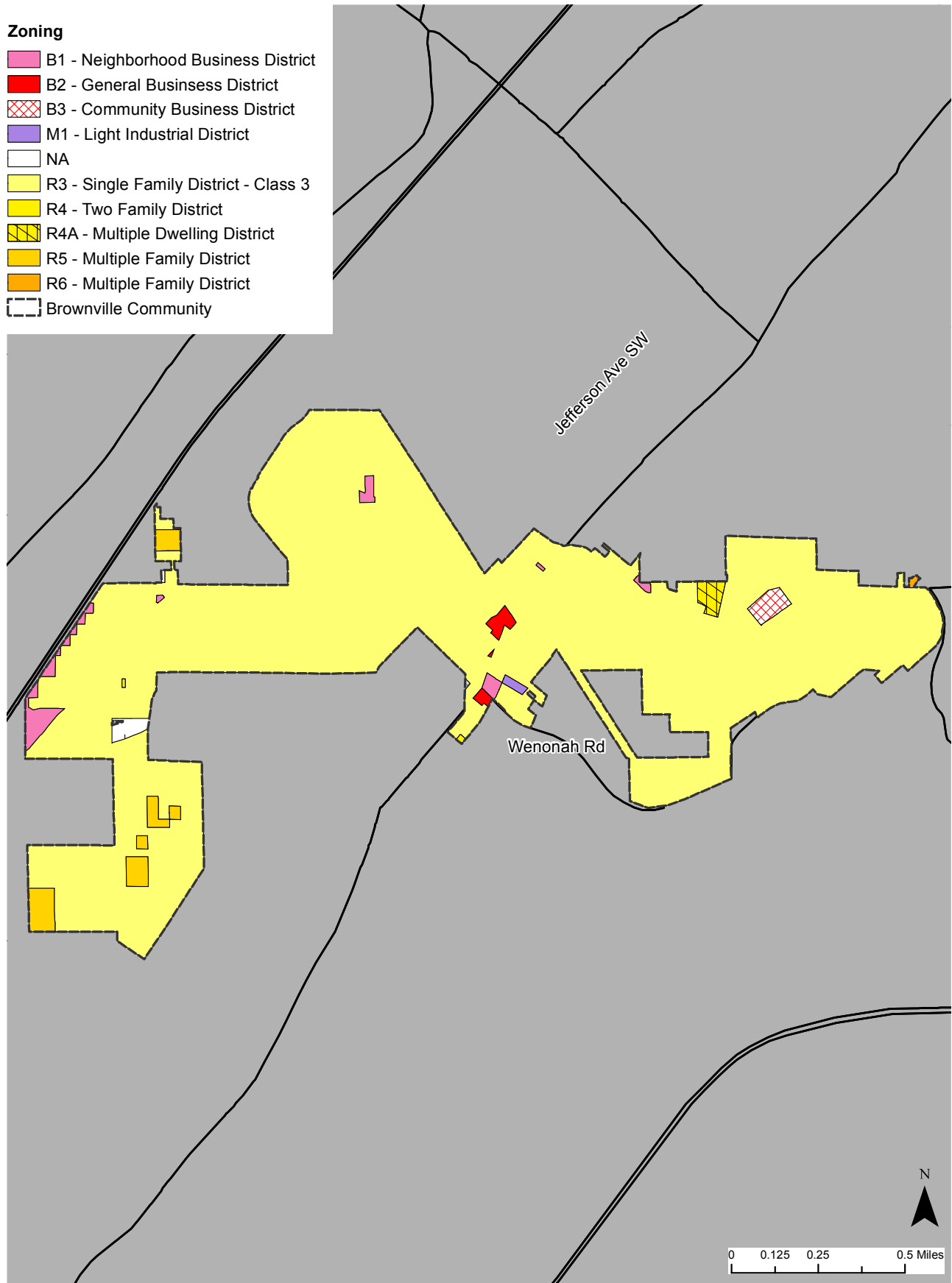


TABLE 6.7: Brownville Community Zoning by District 2014

Zoning Category		Acres	% of Total Acres
A1	Agricultural Class 1	5	0.0%
B1	Neighborhood Business District	46	0.4%
B2	General Business District	143	1.2%
B3	Community Business District	5	0.0%
B6	Health and Institutional District	57,3213	0.5%
CO	County Zoning	5	0.0%
M1	Light Industrial District	1,151	9.9%
M1A	General Industrial District	77	0.7%
M2	Heavy Industrial District	253	2.2%
M3	Planned Industrial District	84	0.7%
MXD	Mixed Development	6,206	53.3%
NA	NA	25	0.2%
OI	Office & Institutional	83	0.7%
R1	Single Family District- Class 1	3	0.0%
R3	Single Family District- Class 3	3,099	26.6%
R4	Two Family District	80	0.7%
R4A	Multiple Dwelling District	41	0.4%
R5	Multiple Family District	100	0.9%
R6	Multiple Family District	53	0.5%
R8	Planned Residential District	130	1.1%
TOTALS:		11,646	100.0%

Source: City of Birmingham

FUTURE LAND USE

FIGURE 6.7: Grasselli Community Zoning Map

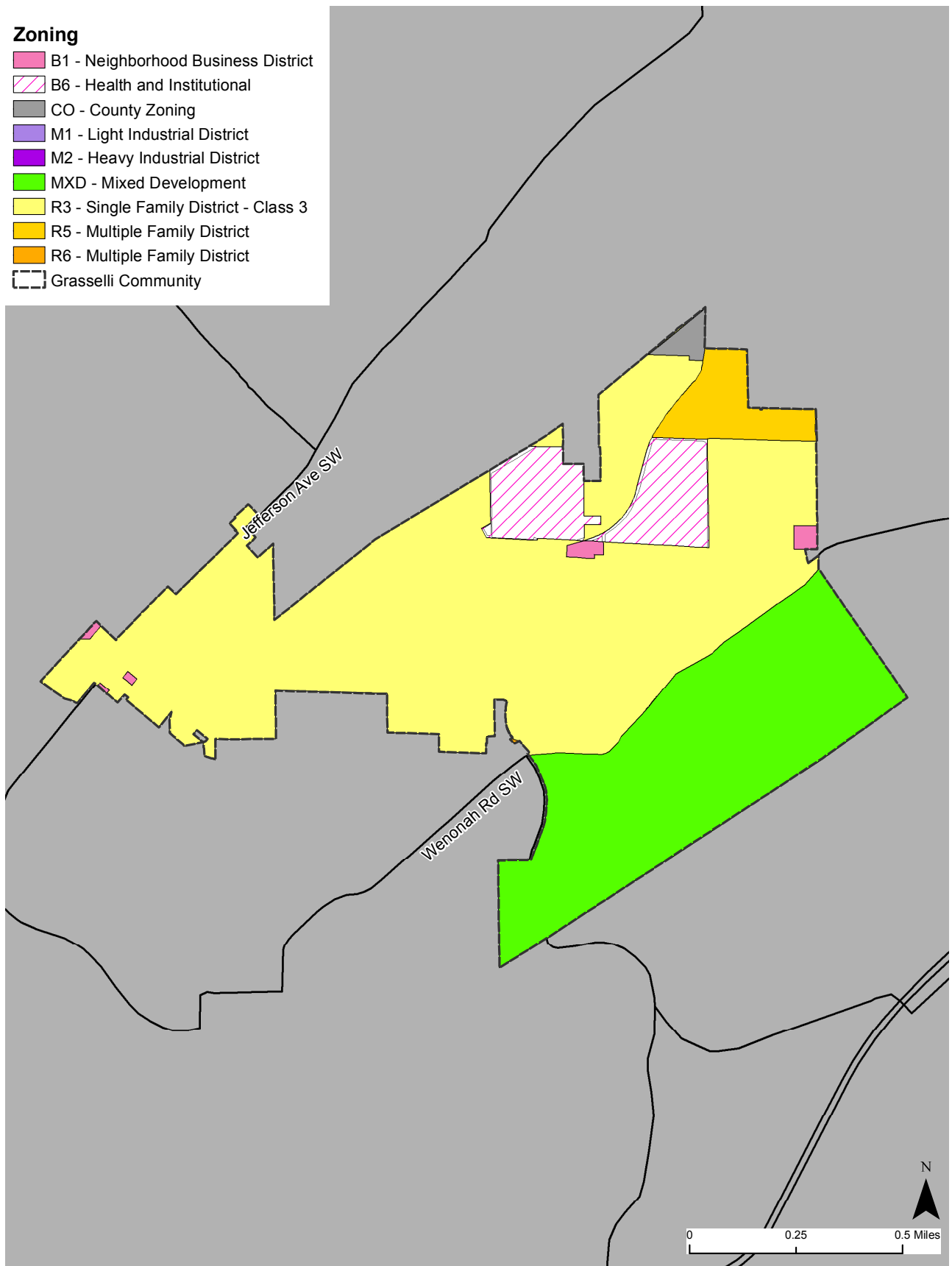


TABLE 6.8: Grasselli Community Zoning by District 2014

Zoning Category		Acres	% of Total Acres
B1	Neighborhood Business District	12	1.4%
B2	General Business District	4	0.4%
B3	Community Business District	5	0.5%
M1	Light Industrial District	1	0.1%
NA	NA	0	0.0%
R3	Single Family District- Class 3	827	95.1%
R4	Two Family District	0	0.0%
R4A	Multiple Dwelling District	4	0.5%
R5	Multiple Family District	16	1.9%
R6	Multiple Family District	0	0.1%
TOTALS:		870	100.0%

Source: City of Birmingham

FUTURE LAND USE

FIGURE 6.8: Southwest Community Zoning Map

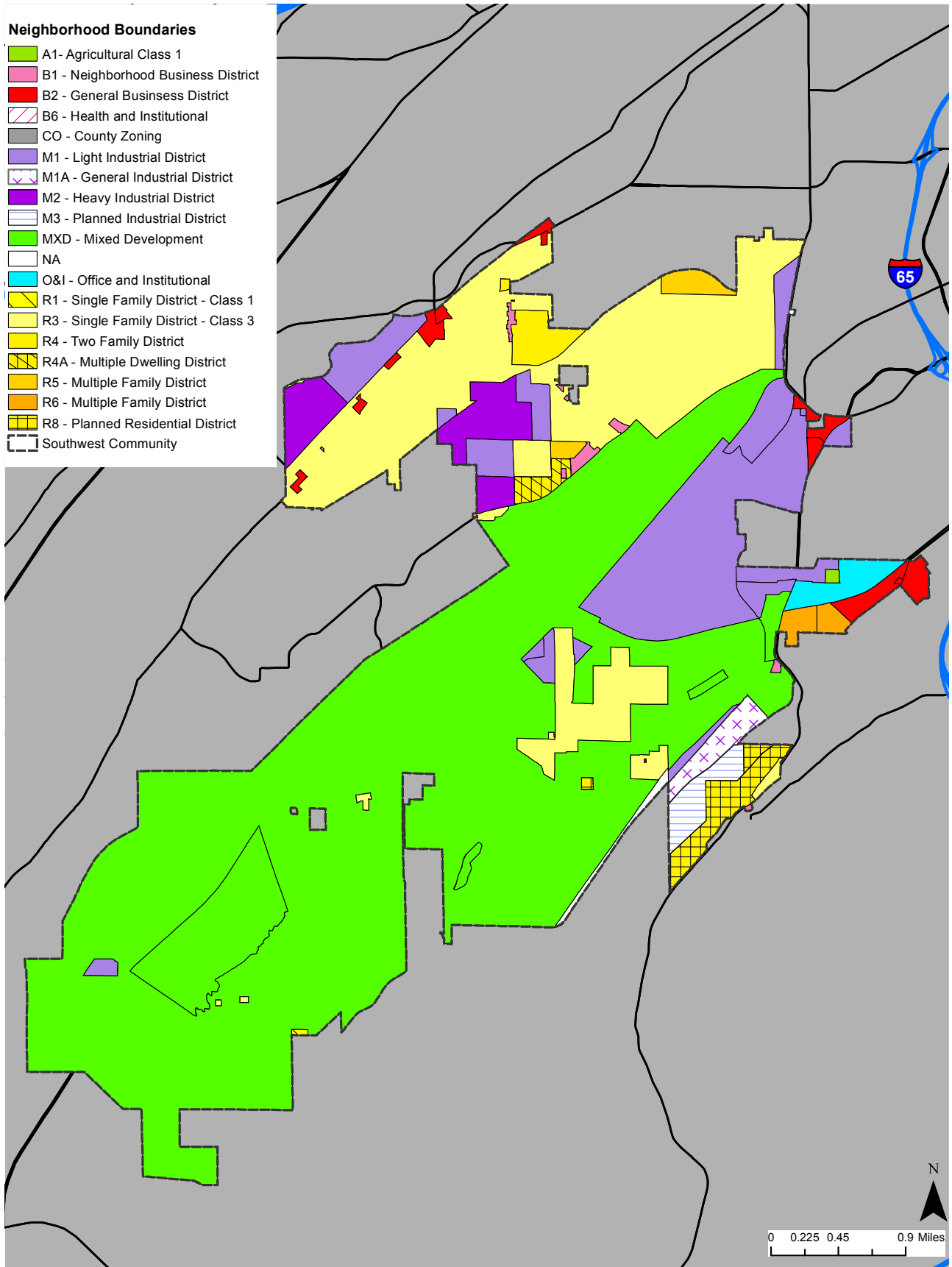


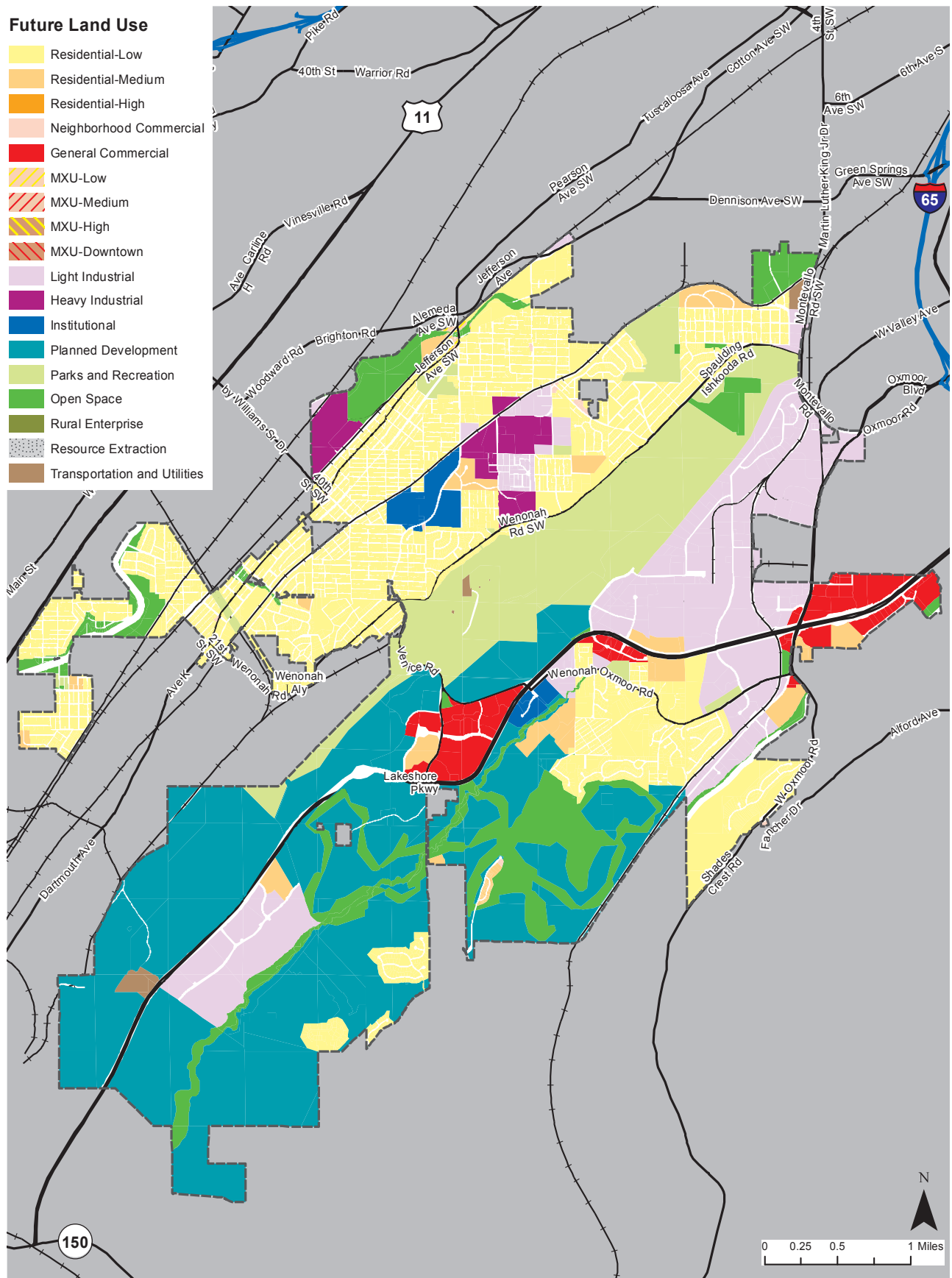
TABLE 6.9: Southwest Community Zoning by District 2014

	Zoning Category	Acres	% of Total Acres
A1	Agricultural Class 1	5	0.1%
B1	Neighborhood Business District	29	0.3%
B2	General Business District	140	1.4%
B6	Health and Institutional District	0.106122	0.0%
CO	County Zoning	0	0.0%
M1	Light Industrial District	1,149	11.5%
M1A	General Industrial District	77	0.8%
M2	Heavy Industrial District	253	2.5%
M3	Planned Industrial District	84	0.8%
MXD	Mixed Development	5,994	59.9%
NA	NA	24	0.2%
OI	Office & Institutional	83	0.8%
R1	Single Family District- Class 1	3	0.0%
R3	Single Family District- Class 3	1,805	18.0%
R4	Two Family District	79	0.8%
R4A	Multiple Dwelling District	37	0.4%
R5	Multiple Family District	56	0.6%
R6	Multiple Family District	52	0.5%
R8	Planned Residential District	130	1.3%
	TOTALS:	10,001	100.0%

Source: City of Birmingham

FUTURE LAND USE

FIGURE 6.9: Southwest Area Future Land Use Map



6.4. Future Land Use

The City of Birmingham's 2013 Comprehensive Plan adopted a Future Land Use Plan for the entire city. The adopted Future Land Use Plan involved an extensive examination of all land uses throughout the city as well as a lengthy public feedback process. The map below shows the future land use for Southwestern Area Plan. Based on the windshield surveys and public involvement, the final Framework Plan may propose changes to the Future Land Use Plan. All plans and amendments are subject to review and approval at a public hearing before the Birmingham Planning Commission.

The future land use maps set forth for Southwestern area by the comprehensive plan creates distinct land use characteristics for each community.

FUTURE LAND USE

FIGURE 6.10: Brownville Community Future Land Use Map

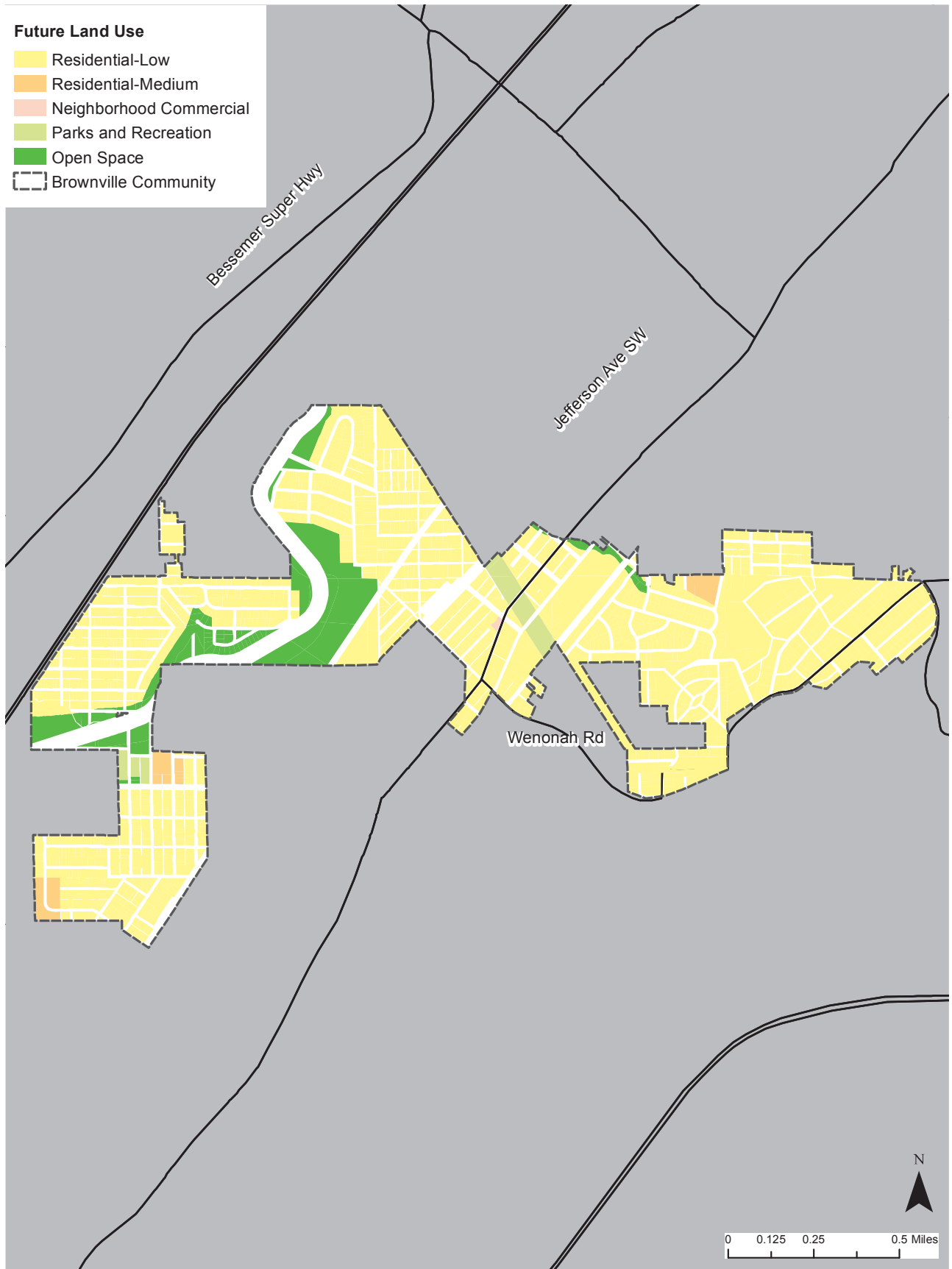
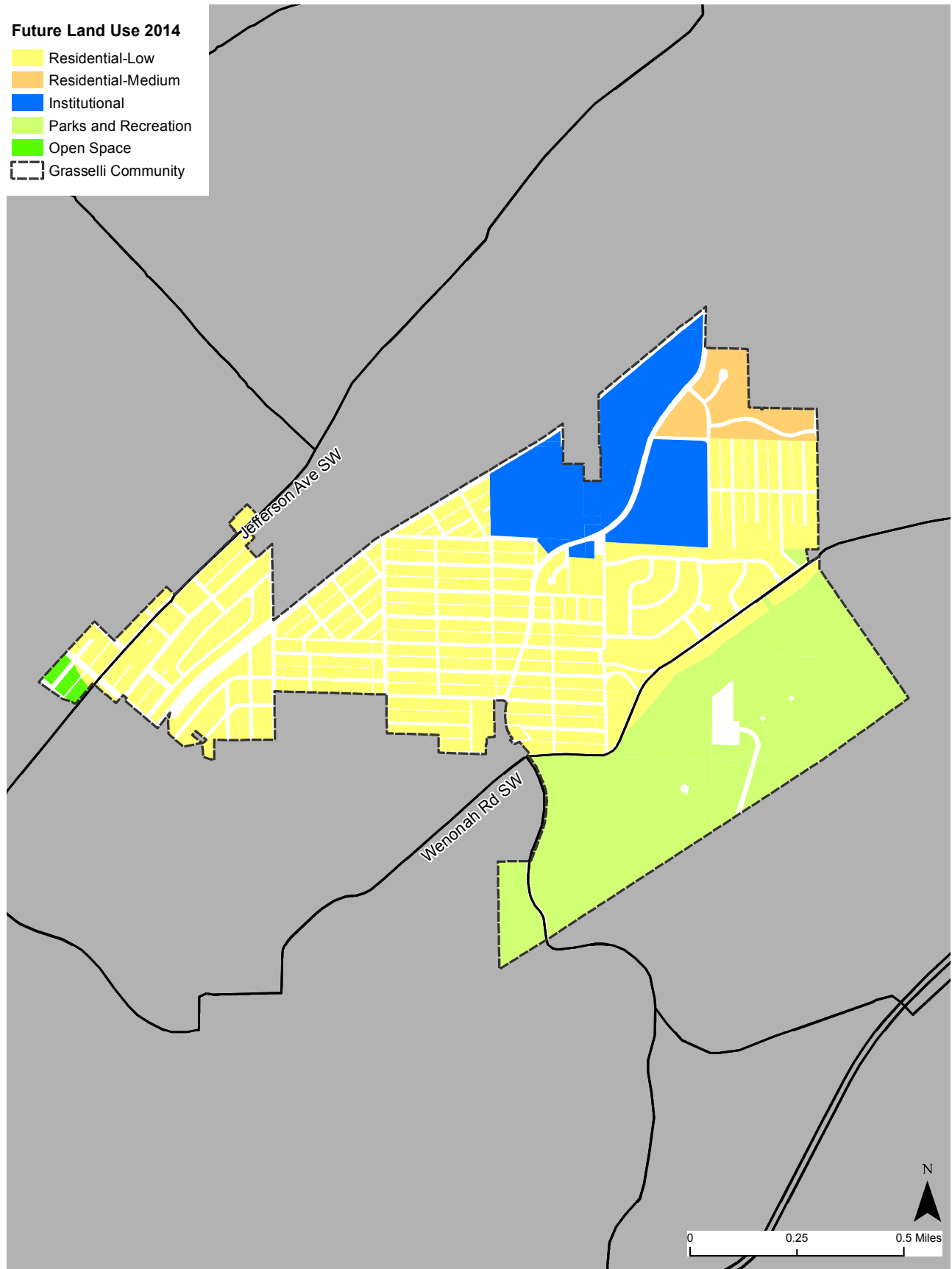


FIGURE 6.11: Grasselli Community Future Land Use Map



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