North Birmingham Community Framework Plan

Existing Conditions Document

Prepared by the Regional Planning Commission of Greater Birmingham for the City of Birmingham

September 2014

North Birmingham Community Framework Plan: Existing Conditions Document

RPCGB
REGIONAL PLANNING COMMISSION OF GREATER BIRMINGHAM

UNITED
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MAYOR WILLIAM A. BELL, SR.

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William Parker, City Council
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Timothy Gambrel, Department of Planning, Engineering & Permits
Jason Hjetland, Department of Planning, Engineering & Permits
Michael Ward, Department of Planning, Engineering & Permits
Donald Wilborn, Department of Planning, Engineering & Permits

Regional Planning Commission of Greater Birmingham
Charles Ball, AICP, Executive Director
Scott Tillman, Director of Planning and Operations
Darrell Howard, AICP, Deputy Director of Planning
Renato Ghizoni, AICP, Project Manager
Courtney Lewis, Assistant Project Manager
Marshall Farmer, Senior GIS Analyst
Brett Isom, GIS Manager
Mikhail Alert, Community Planner
Franchesca Taylor, Community Planner
Marc Dreyfuss, Community Planner

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Source: All figures produced by RPCGB, unless specifically noted

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Introduction

CHAPTER 1

1.1 Purpose, Location, and History

North Birmingham Community Framework Plan

The North Birmingham Community Framework Plan is a subset of the City of Birmingham Comprehensive Plan, adopted in 2013. The City of Birmingham requested assistance from the Regional Planning Commission of Greater Birmingham (RPCGB) to develop a framework plan for the North Birmingham Community. The purpose of the North Birmingham Community Framework Plan is to develop specific recommendations, proposals, and action items that support the views of the community and adheres to the goals and guidelines of the Birmingham Comprehensive Plan. Parallel to this planning effort is the environmental justice initiative undertaken by the U.S. Environmental Protection Agency (EPA) in four of the six neighborhoods in the community. The purpose of EPA's initiative is to determine the effects of pollution caused by nearby industrial businesses and to outline strategies for mitigating environmental hazards in the future.

The Existing Conditions Document analyzes the community's natural features (Chapter 2); land use, zoning, and property conditions (Chapter 3); demographics (Chapter 4); community assets (Chapter 5); and the real estate market (Chapter 6). As part of the planning process, the RPCGB has engaged in public meetings, interviews, and workshops with city staff, government agencies, regional organizations, community leaders, elected officials, and stakeholders to ensure a high level of community input and guidance for the final plan. Using the results of these analyses and community engagement, the RPCGB will devise recommendations, strategies, and proposals to improve the quality of life, economic opportunities, and transportation access for those in the North Birmingham Community. The recommendations, strategies, and proposals will be addressed in the Final Plan Document.

Community Location

The North Birmingham Community is located north of the Birmingham's Central Business District, south of the cities of Fultondale and Gardendale, and bisected by two major highways (Interstate 65 and U.S. Highway 31). The community is bordered by Village Creek to the south and generally bounded by Walker Chapel Road to the north and both State Route 79 and the CSX railroad to the east. As one of twenty-three communities in the City of Birmingham, the community consists of six neighborhoods: Acipco-Finley, Collegeville, Fairmont, Harriman Park, Hooper City, and North Birmingham. On the following pages, Map 1.2.1 shows the location of the community within its regional context and Map 1.2.2 shows the location of all six neighborhoods.

Community History

The majority of the neighborhoods within the North Birmingham Community originated as a series of company-built camps for industrial workers during the late 19th and early 20th centuries. These small communities were clustered adjacent to their respective industries and provided housing, educational opportunities, and services to workers in the factories. In 1886 the North Birmingham Land Company planned and developed a 900-acre industrial and residential town, establishing the core of the present-day North Birmingham neighborhood. The Acipco-Finley neighborhood developed as a result of the establishment of the American Cast Iron Pipe Company (ACIPCO). Founded in 1905, ACIPCO still operates today as one of the largest individual iron pipe manufacturing plants in the world. The Collegeville neighborhood has a rich history of activism, especially during the 1960's Civil Rights Movement through its connection to the historic Bethel Baptist Church. The community played a significant role in the Birmingham Civil Rights Movement, hosting a civil rights march starting at the former Carver High School to 16th Street Baptist Church, and lobbying for equitable community resources and equal opportunity for all races.

Today, the North Birmingham Community is experiencing dynamic changes and uncertainties. The combination of the proximity of residential areas to heavy industry and the lack of environmental regulation for most of the 20th century has negatively impacted the community with significant environmental pollution accumulated over the past centuries. Consequently, the EPA conducted a national screening survey of three schools in the community in 2009 and declared portions of Collegeville, Fairmont, Harriman Park, and North Birmingham a federal superfund site in 2012 to engage in environmental remediation efforts. Furthermore, with severe blight and an aging, unskilled, and highly unemployed demographics, substantial investment and partnerships will be necessary to revitalize the community. On the other hand, the community's strategic location, access to major transportation networks, available land, and rich history should prove invaluable as the community moves forward to thrive once again.

Figure 1.1.1: Civil Rights Movement in the North Birmingham Community

Bethel Baptist Historic Church (left); Rev. L. Fred Shuttlesworth with Dr. Martin Luther King and Ralph Abernathy (right)
Source: Library of Congress (left photograph); The Fred Shuttlesworth Foundation (right photograph)

Figure 1.1.2: Historic and Heavy Industries in the North Birmingham Community

ACIPCO plant, founded in 1905 (above)

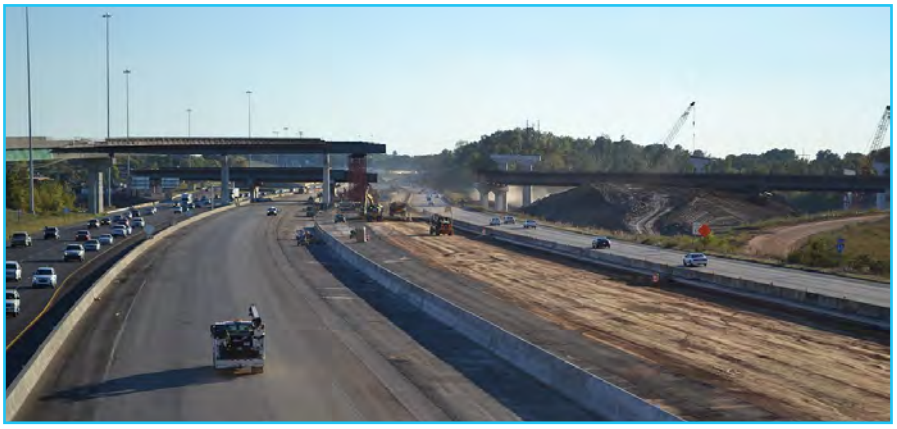
Walter Coke plant, opened in 1920 (above)

Figure 1.1.3: Origins of the North Birmingham Neighborhood

North Birmingham sign at the North Birmingham Business District (above)

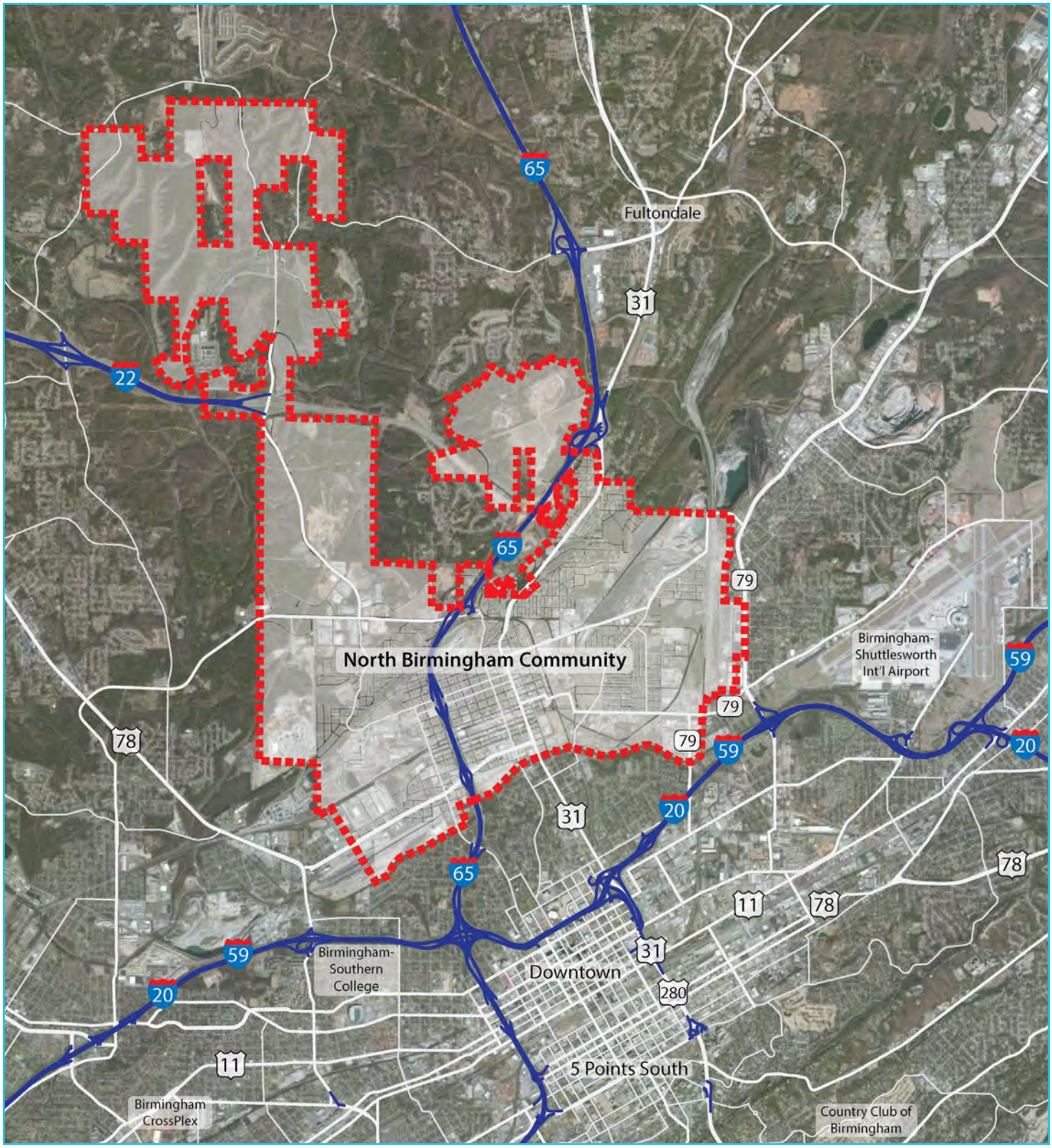
Figure 1.1.4: Recent Developments in the North Birmingham Community

EPA Monitoring Station (above and left); EPA Superfund temporary camp at the former Carver High School (above and right)

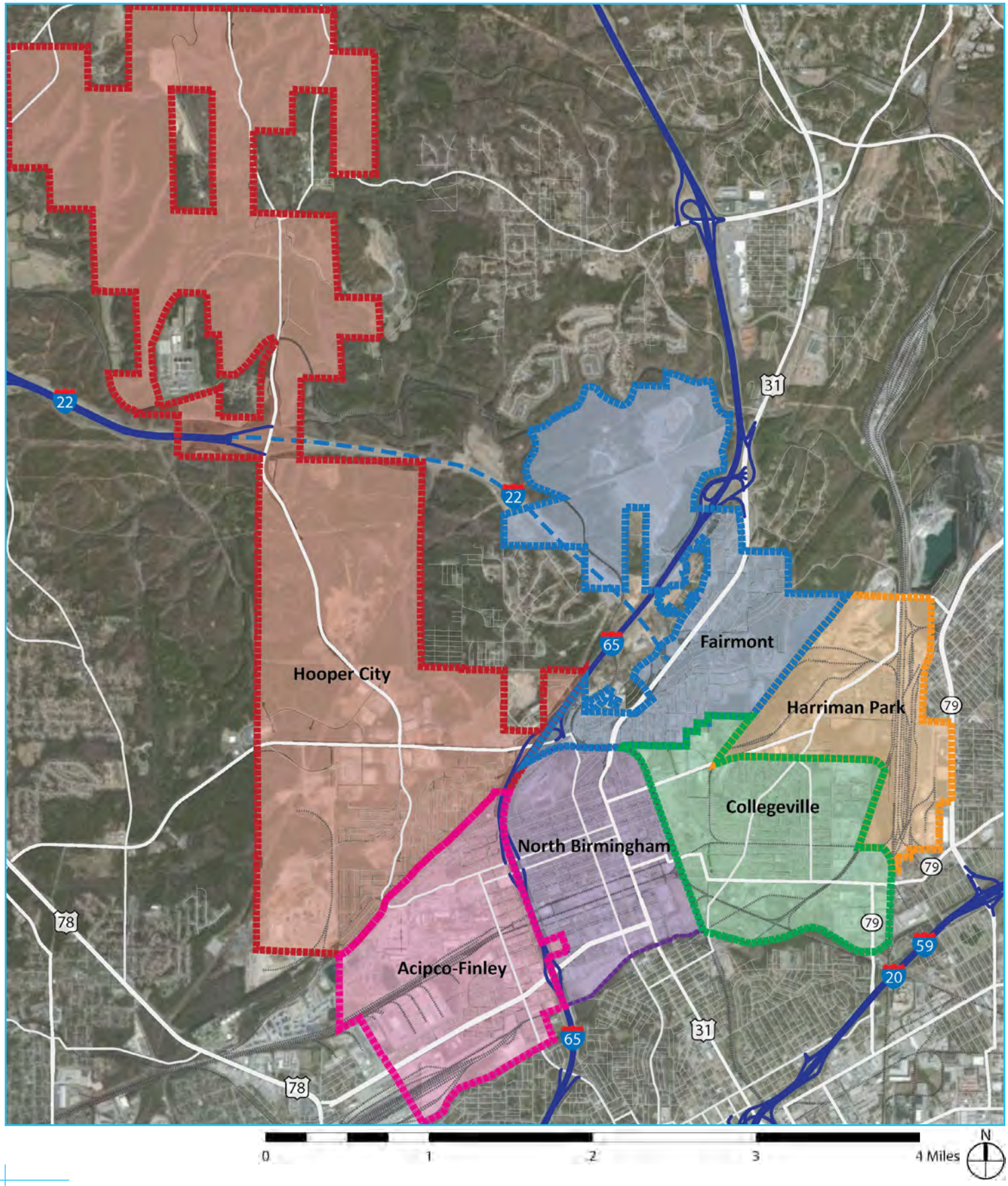


Construction of Interstate 22 over Interstate 65 (above)

Map 1.2.1: North Birmingham Community Regional Context



Map 1.2.2: North Birmingham Community Neighborhood Context

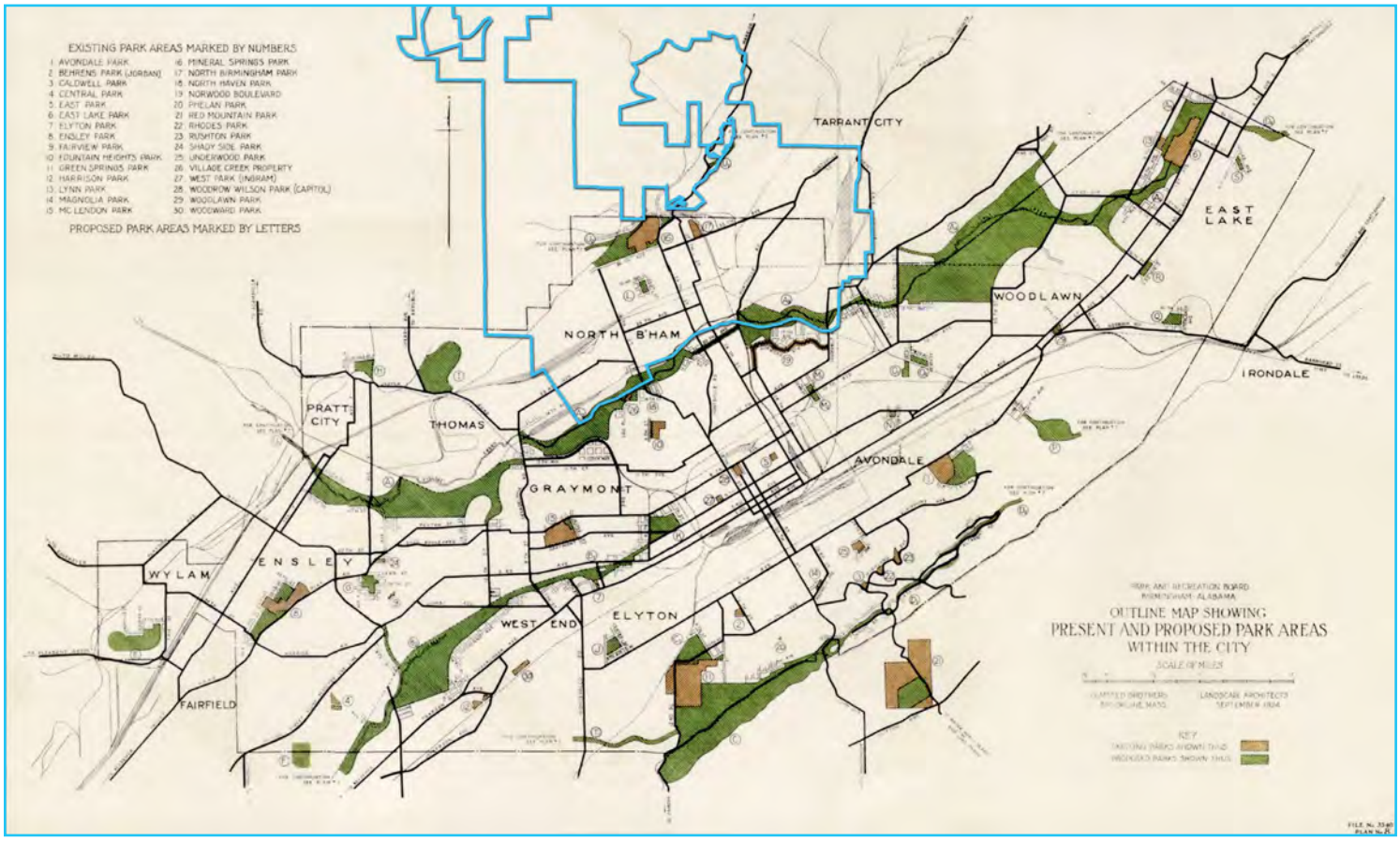


1.2 Past Planning Efforts and Influences

Olmsted Brothers: A Park System for Birmingham

In 1924, the park planning firm Olmsted Brothers, headed by landscape architect Frederick Law Olmsted, Jr., produced a report, titled A Park System for Birmingham. The report emphasized inadequate number of acreage of parks available for the region's population at the time and proposed additional parks, both for passive and active uses, throughout the City of Birmingham and Jefferson County. The Olmsted Brothers recommended neighborhood parks within walking distance to residences, expansion of some existing parks with natural features, addition of athletic fields and beauty spots, a civic center, parkways along mountain ridges, land and water reservations, and large parks along floodplains and creeks to provide recreation and stormwater drainage. Within the North Birmingham Community, the report proposed a greenway along Village Creek, a park in the center of the North Birmingham neighborhood, and an extension of a park where Carver High School is currently situated. Figure 1.2.1 below shows the boundary (in blue) of the North Birmingham Community overlaid on one of the plan drawings from the report. Very few of the proposals from the report were implemented, one being Linn Park in downtown Birmingham as the civic center. However, in the past few years, new planning efforts and initiatives are taking cue from this report, including the Red Rock Ridge and Valley Trail System and the city's recent Valley Creek Watershed Drainage Plan.

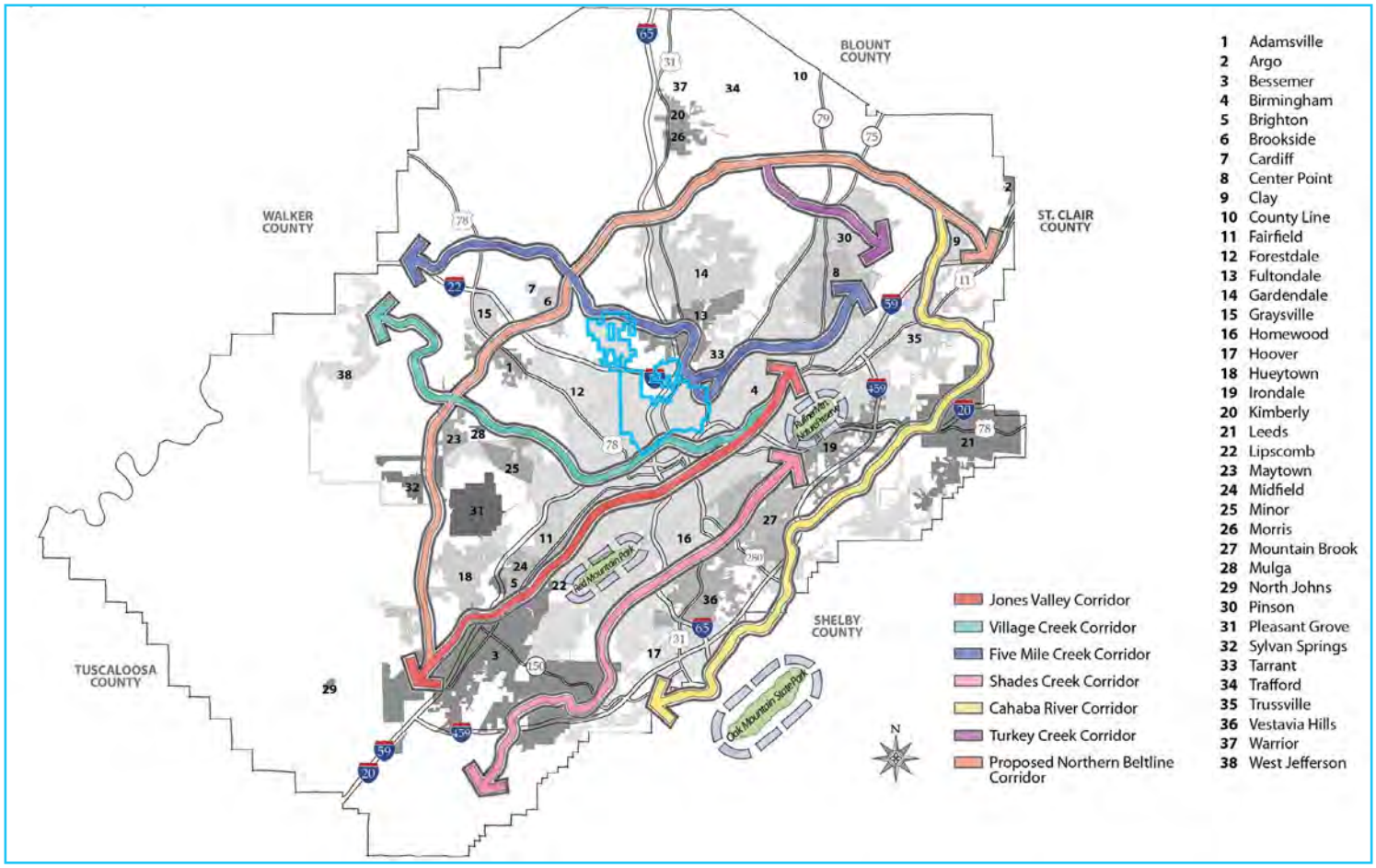
Figure 1.2.1: Present and Proposed Park Areas Within the City, 1924



The Red Rock Ridge and Valley Trail System

Developed by the Freshwater Land Trust in 2010, the Red Rock Ridge and Valley Trail System is a greenway master plan for Jefferson County. The master plan intends to connect communities in Jefferson County via over 200 miles of greenways and over 600 miles of street-based pedestrian and bicycle pathways. When completed, the greenways and pathways will provide recreation, an alternative transportation mode, enhanced quality of life, and a more attractive region to residents and businesses to sustain future economic growth. Figure 1.2.2 below shows the boundary (in blue) of the North Birmingham Community overlaid on a diagram for the Red Rock Ridge and Valley Trail System Master Plan.

Figure 1.2.2: Red Rock Ridge and Valley Trail System Diagram



Collegeville Neighborhood Plan, 2010

In partnership with Auburn Urban Design Studio at the University of Auburn, RPCGB produced a planning document for the Collegeville neighborhood in 2010. The plan analyzed the neighborhood's history, demographics, community assets, transportation network, and infrastructure. Following public involvement efforts with neighborhood stakeholders and the city, the final planning document proposes a pedestrian bridge and a vehicular bridge over railroad tracks, a civil rights trail, a temporary fire station, a major expansion of Maclin Park, drainage infrastructure improvements and stormwater management strategies, affordable housing, retail recruitment and development, and transportation improvements.

Figure 1.2.3: Collegeville Master Plan

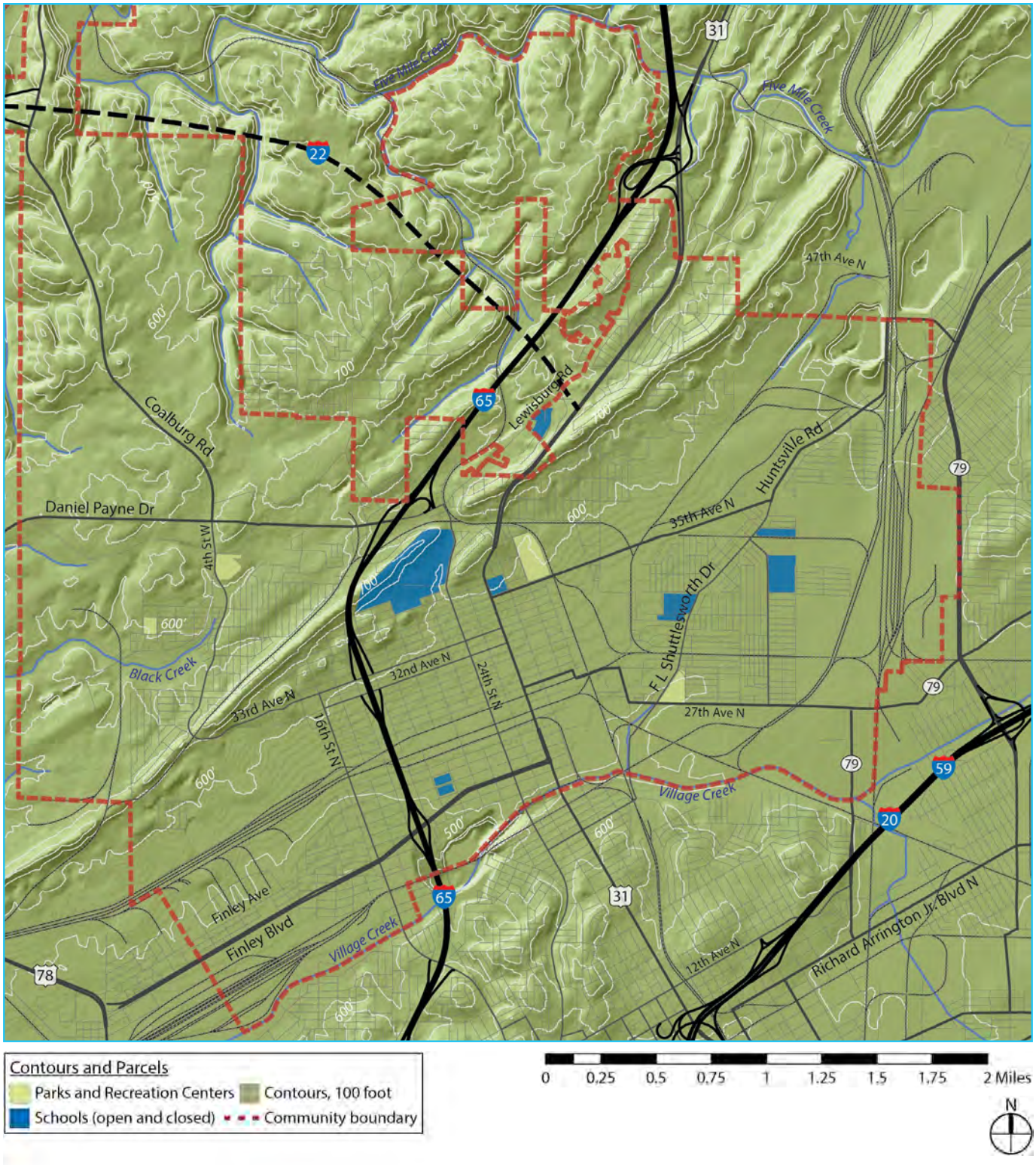
2

Natural Features

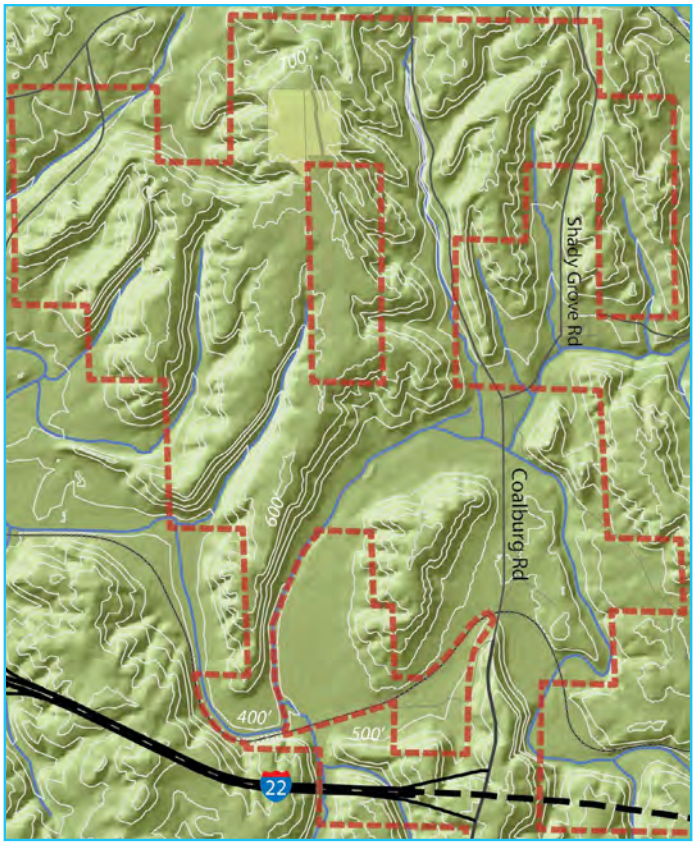
CHAPTER 2

2.1 Topography

Map 2.1.1: Topography



Map 2.1.2: Topography (North Hooper City)



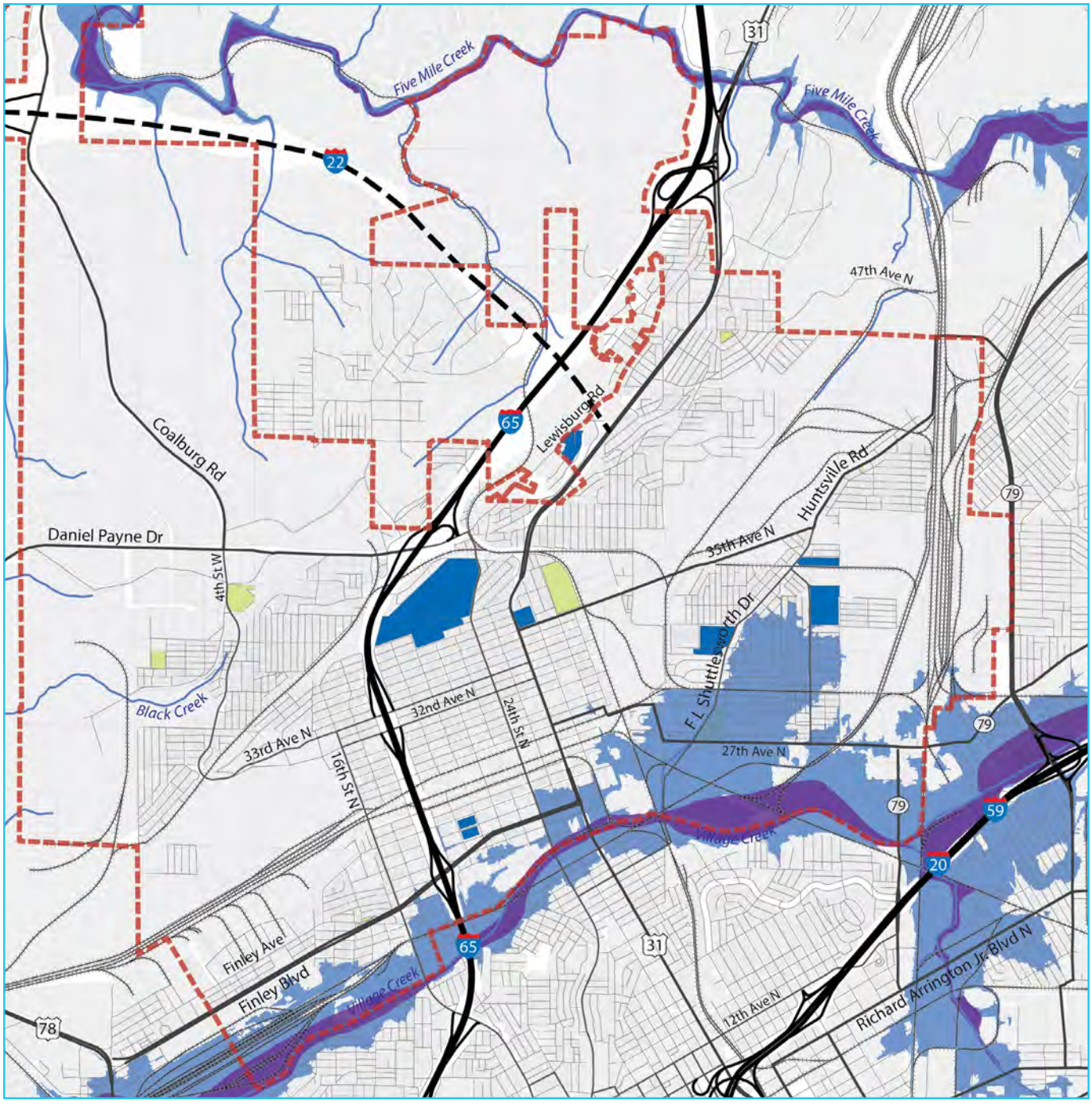
Contours and Parcels
Parks and Recreation Centers
Contours, 100 foot
Schools (open and closed)
Community boundary

0 0.25 0.5 0.75 1 1.25 1.5 1.75 2 Miles

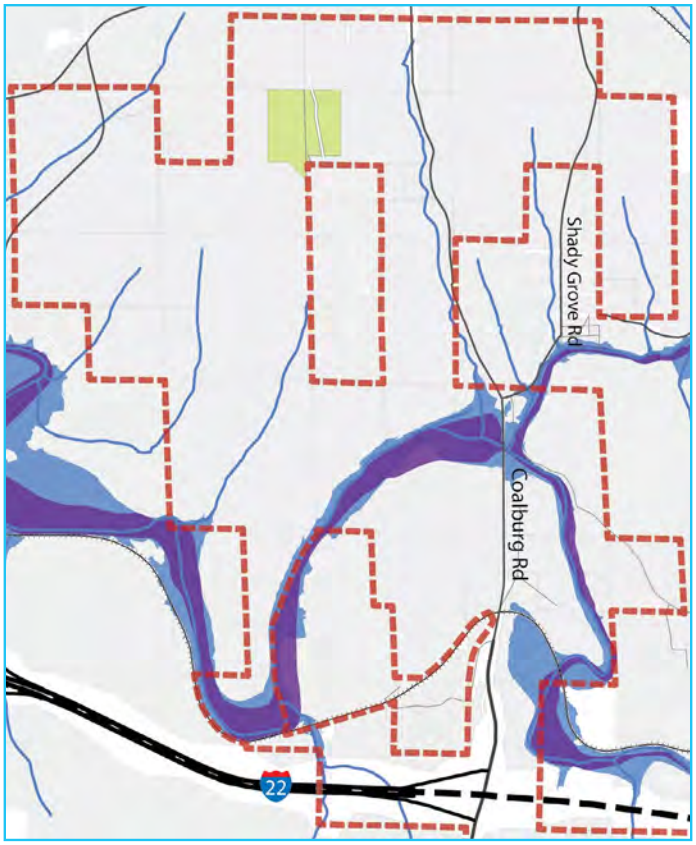
N

2.2 Creeks and Floodplains

Map 2.2.1: Creeks and Floodplains



Map 2.2.2: Creeks and Floodplains (North Hooper City)



Floodplains and Parcels
- Floodplain, 100-year
- Floodway
- Creeks and Streams
- Parks and Recreation Centers
- Schools (open and closed)
- Community boundary

0 0.25 0.5 0.75 1 1.25 1.5 1.75 2 Miles

N

3

Property Inventory

CHAPTER 3

3.1 Introduction

An essential component of the Existing Conditions Report is an assessment of the community's land use, zoning, property conditions, and urban form. As part of the data gathering process, a survey of the land use and the conditions of properties was carried out parcel by parcel throughout the entire North Birmingham Community. Table 3.2.1 on the next page and Table 3.3.1 on the following pages describe the land use and property condition categories, respectively. In addition, data on land ownership, zoning, tax delinquency, and urban form was also collected and analyzed.

The results from this assessment serve many purposes. Data on land use, zoning, and property conditions will inform the city's Community Development Department and the Mayor's Office of Economic Development in targeting properties and funding programs for development. Data on property conditions and tax delinquency will inform the city's Community Development Department and the Birmingham Land Bank in identifying properties to be condemned, vacant lots to be cleaned up and maintained, and properties to be assembled in collaboration with residents, stakeholders, and investors. Furthermore, the assessment informs the revitalization and redevelopment strategies, recommendations, and proposals for the North Birmingham Community.

3.2 Land Use and Zoning

The function and allocation of land use and zoning categories encourages growth and development patterns that define a community. Zoning determines the permitted land uses, density, and relationship of buildings to their site. In conjunction, zoning and land use impact the transportation network, infrastructure, and facilities needed to support a community and shape the form and character of the built and natural environment.

According to Table 3.2.2 on the next page, the high number of acres and parcels categorized under Vacant/ Undetermined land use (4,474 acres and 2,801 parcels, respectively) indicates there is substantial land within the North Birmingham Community for development. Additional information on property conditions, shown on Table 3.x.x, will show whether these parcels are ready for construction and operation. In terms of area, a significant amount of land is dedicated for industrial land uses, emphasizing the community's past. On the other hand, the high number of parcels (44.9% of all parcels) under residential land uses reflects the residential character of the community. Map 3.2.1 and Map 3.2.5 show each neighborhood in the community has a residential pocket adjacent to – and in some cases, surrounded by – industrial and vacant/undetermined land use and zoning categories. In addition, these maps show the community's business district is concentrated in the North Birmingham neighborhood, as indicated by a concentration of commercial land uses.

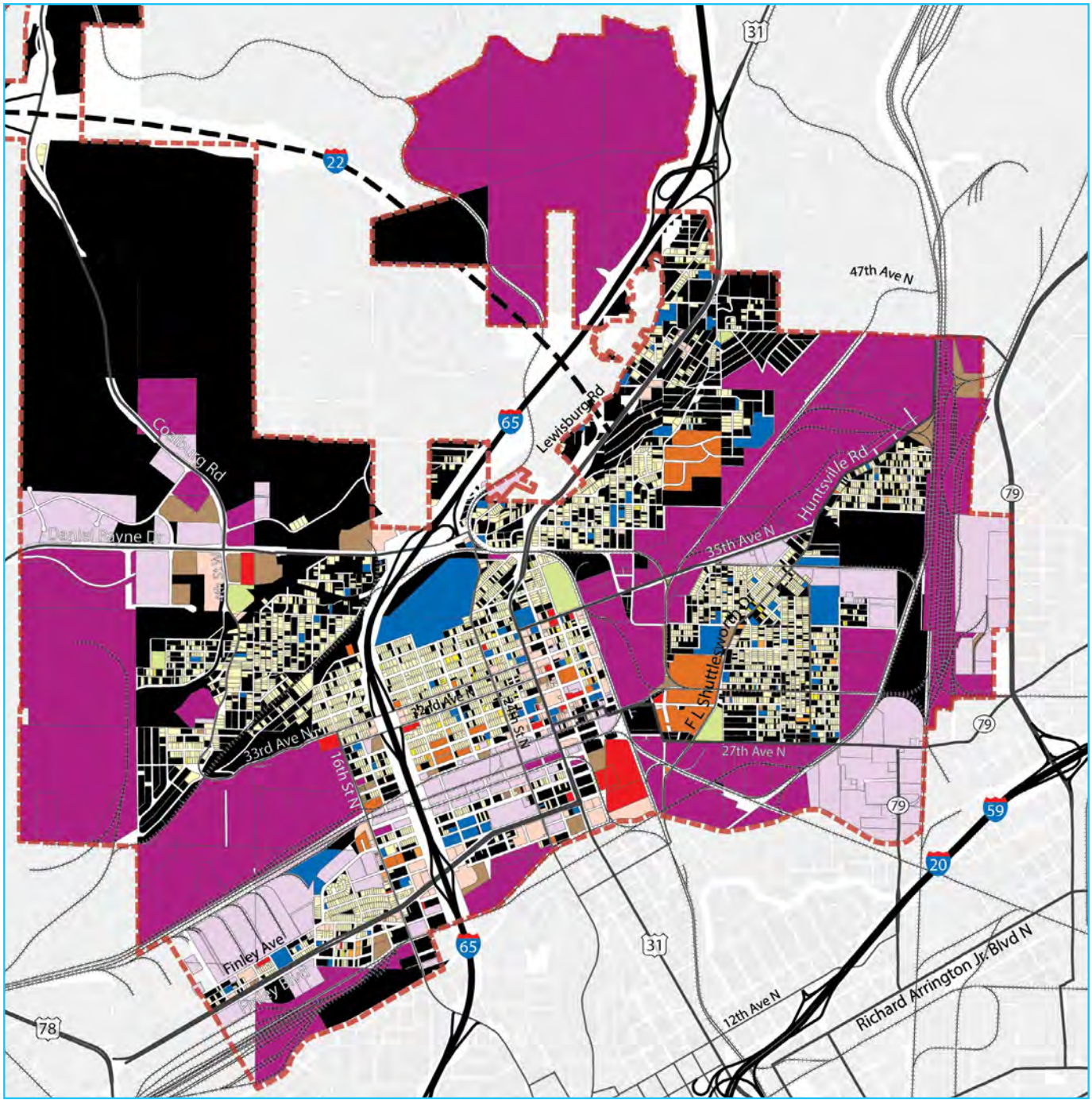
Table 3.2.1: Land Use Descriptions

LAND USE	DESCRIPTION
Single-Family (1 unit)	1 residential unit per parcel, e.g. single-family house, townhouse
Multi-Family (2-4 units)	2 to 4 residential units per parcel, e.g., duplex
Multi-Family (5-9 units)	5 to 9 residential units per parcel, e.g., courtyard housing
Multi-Family (+10 units)	10 or more residential units per parcel, e.g., mid- to high-rise housing
Neighborhood Commercial - Retail	Commercial goods and services are provided and sales tax is charged
General Commercial - Office	Commercial services are provided, but no sales tax is assessed
Light Industrial	Raw materials and/or goods are stored, repaired and/or serviced, e.g. distribution centers, warehouses, food manufacturer
Heavy Industrial	Raw materials and/or goods are processed and/or produced at a high intensity, e.g., junkyards, recycling centers, iron/steel mills
Institutional	Public or private facilities serving healthcare, education, safety and/or worship
Parks and Recreation Centers	Public or private facilities intended for recreation
Transportation/Utilities	Parking lots and/or structures that are the primary use on a parcel
Vacant/Undetermined	No current use

Table 3.2.2: Land Use by Acres and Parcels

LAND USE	ACRES	% of TOTAL ACRES	PARCELS	% of TOTAL PARCELS
Single-Family (1 unit)	515.5	6.1%	2,860	44.5%
Multi-Family (2-4 units)	9.9	0.1%	59	0.9%
Multi-Family (5-9 units)	5.8	0.1%	15	0.2%
Multi-Family (+10 units)	101.1	1.2%	17	0.3%
Neighborhood Commercial - Retail	99.1	1.2%	156	2.4%
General Commercial - Office	48.1	0.6%	27	0.4%
Light Industrial	722.2	8.5%	161	2.5%
Heavy Industrial	2,199.9	25.9%	149	2.3%
Institutional	166.4	2.0%	116	1.8%
Parks and Recreation Centers	70.3	0.6%	9	0.1%
Transportation/Utilities	96.7	1.1%	53	0.8%
Vacant/Undetermined	4,474.0	52.6%	2,801	43.6%
TOTAL	**8509**	**100%**	**6,423**	**100%**

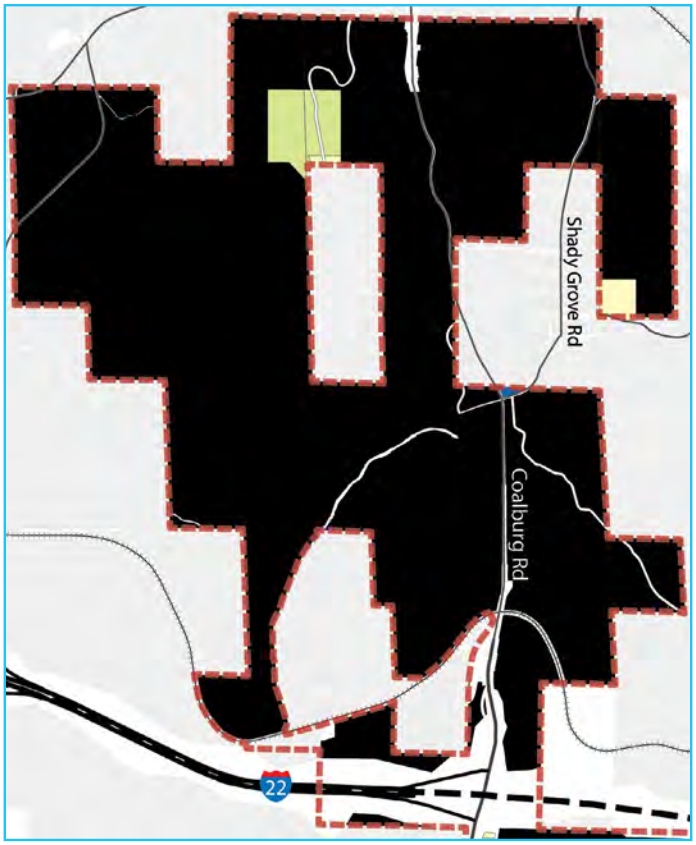
Map 3.2.1: Land Use



Parcel by Land Use

- Single-Family (1 unit)
- Multi-Family (2-4 units)
- Multi-Family (5-9 units)
- Multi-Family (+10 units)
- Neighborhood Commercial - Retail
- General Commercial - Office
- Light Industrial
- Heavy Industrial
- Institutional
- Parks and Recreation Centers
- Transportation/Utilities
- Vacant/Undertermined
- Community boundary

Map 3.2.2: Land Use (North Hooper City)



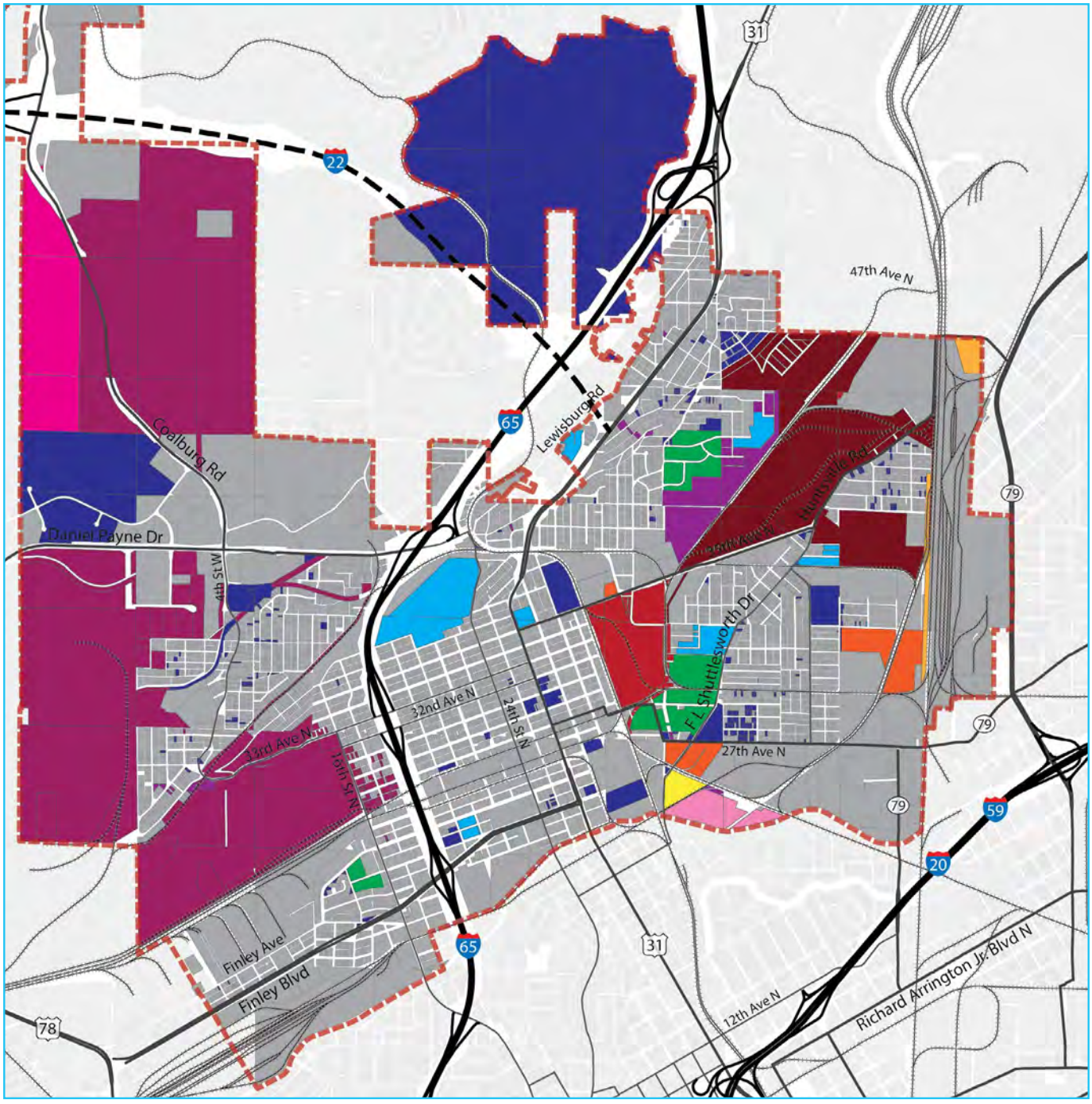
Parcel by Land Use

- Single-Family (1 unit)
- Multi-Family (2-4 units)
- Multi-Family (5-9 units)
- Multi-Family (+10 units)
- Neighborhood Commercial - Retail
- General Commercial - Office
- Light Industrial
- Heavy Industrial
- Institutional
- Parks and Recreation Centers
- Transportation/Utilities
- Vacant/Undertermined
- Community boundary

0 0.25 0.5 0.75 1 1.25 1.5 1.75 2 Miles

N

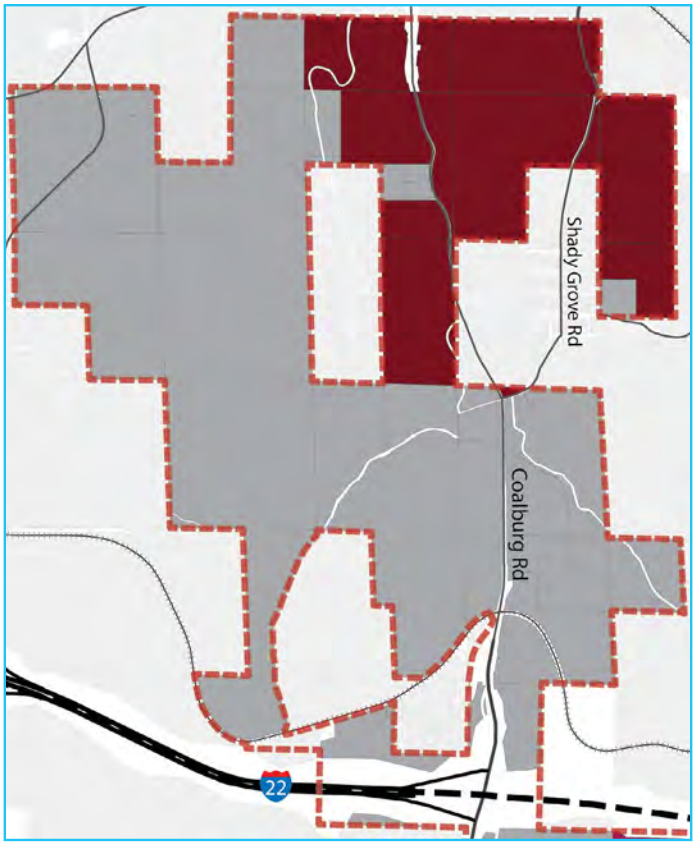
Map 3.2.3: Land Ownership



Parcel by Ownership

- City of Birmingham
- Birmingham City Schools
- Housing Authority (HABD)
- Nucor Steel
- U.S. Steel
- American Cast Iron & Pipe Co.
- Alabama Power
- Alabama Gas Co.
- Drummond Co.
- KMAC
- U.S. Pipe & Foundry Co.
- Walter Energy
- Community boundary

Map 3.2.4: Land Ownership (North Hooper City)



Parcel by Ownership

- City of Birmingham
- Birmingham City Schools
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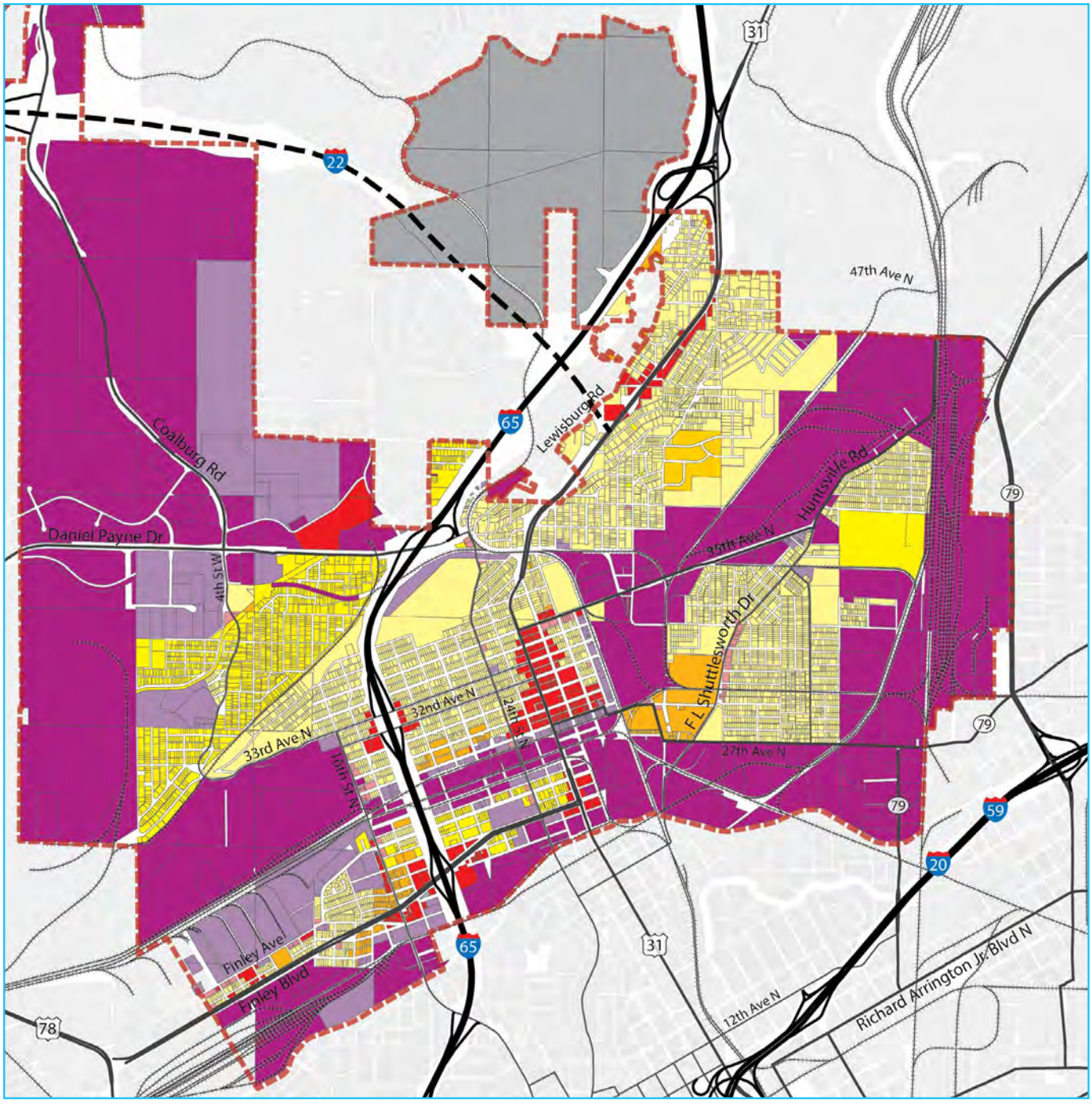
- Nucor Steel
- U.S. Steel
- American Cast Iron & Pipe Co.
- Alabama Power
- Alabama Gas Co.
- Drummond Co.
- KMAC
- U.S. Pipe & Foundry Co.
- Walter Energy
- Community boundary

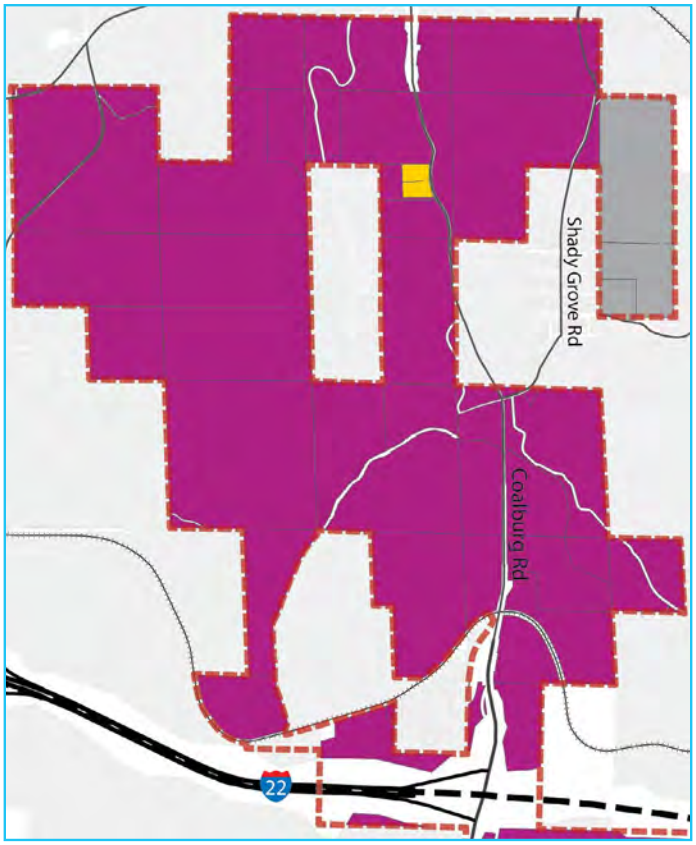
0 0.25 0.5 0.75 1 1.25 1.5 1.75 2 Miles

N

Map 3.2.5: Zoning



Map 3.2.6: Zoning (North Hooper City)



Parcel by Zoning

Residential District
- R-3 Single-Family
- R-4 Two-Family
- R-5 Multiple Family
- R-6 Multiple Family
- Community boundary

Business District
- B-1 Neighborhood
- B-2 General

Industrial District
- M-1 Light
- M-2 Heavy

Other
- Agricultural & Other

0 0.25 0.5 0.75 1 1.25 1.5 1.75 2 Miles

N

3.3 Property Conditions

The condition, tax delinquency, appraised property values, and urban form of properties in a community are a critical factors in attracting investment and sustaining economic development. A major issue in the North Birmingham Community is the prevalence of blight. Properties categorized in deteriorated and dilapidated conditions – especially when unoccupied – present serious issues for residents, community stakeholders, business owners, investors, and the city. Dilapidated structures pose health and safety hazards for citizens. Unoccupied structures in deteriorated and dilapidated conditions attract criminal activity – such as prostitution, illegal drug usage, and arson – and are unsafe for children, residents, and citizens in its immediate surroundings. Furthermore, blighted properties impose a burden on city services needed for additional maintenance, policing, and fire extinguishment. Consequently, the diminishment in property values for these properties and their surroundings also deprive essential city tax revenues. As explained in the introduction to this chapter, a parcel-by-parcel survey was conducted in order to assess the level of blight in the community. A detailed description of each property condition category is outlined in Table 3.3.4 on the following pages, followed by maps of property conditions.

According to Table 3.3.1 below, 29% of all parcels in the community fall in the Natural category, indicating an opportunity for land to be developed, although utilities, road infrastructure, and clearing and grading of the terrain may be needed. In addition, 1 in 10 parcels in the community are categorized as Maintained, ready for construction and operation of infill development at a variety of scale and land uses. On the other hand, only 37.1% of all parcels are in Sound condition. To highlight the level of blight prevalent throughout the community, Table 3.3.2 on the next page shows that out of the parcels with residential land uses, 1 in 4 are deteriorated and 7% are dilapidated. For parcels with commercial land uses, 1 in 4 are also deteriorated while nearly 1 in 6 are dilapidated.

Table 3.3.1: Property Conditions by Parcels

PROPERTY CONDITIONS	ALL PARCELS	% of TOTAL PARCELS
Sound	**2384**	**37.1%**
Occupied	2328	36.2%
Unoccupied	56	0.9%
Deteriorated	**857**	**13.3%**
Occupied	642	10.0%
Unoccupied	215	3.3%
Dilapidated	**290**	**4.5%**
Occupied	57	0.9%
Unoccupied	233	3.6%
Maintained	**648**	**10.0%**
Natural	**1862**	**29.0%**
Overgrown	**390**	**6.1%**

Table 3.3.2: Property Conditions by Land Use

PROPERTY CONDITIONS	LAND USE					
	Residential (Single- & Multi-Family)	Commercial (Retail & Office)	Industrial (Heavy and Light)	Institutional	Parks & Recreation Centers	Transportation
Sound Occupied	64.8%	50.3%	71.5%	74.4%	22.2%	11.3%
Sound Unoccupied	1.2%	8.2%	0.3%	5.1%	0%	0%
Deteriorated Occupied	20.5%	10.4%	4.2%	4.3%	0%	0%
Deteriorated Unoccupied	5.4%	15.3%	4.9%	10.3%	0%	0%
Dilapidated Occupied	1.6%	2.7%	0.9%	0.9%	0%	0%
Dilapidated Unoccupied	6.5%	13.1%	4.5%	5.0%	0%	0%
Vacant Maintained	0%	0%	6.5%	0%	77.8%	86.8%
Vacant Overgrown	0%	0%	7.2%	0%	0%	1.9%

The following tables show opportunities for development and the extent of blight at the neighborhood level. As shown in Table 3.3.3 below, the Fairmont and Hooper City neighborhoods have the highest percentages due to a substantial number of undeveloped parcels categorized in the Natural category, 53.5% and 48.5%, respectively. Consequently, Fairmont and Hooper City, with its access and proximity to major highways, present the best opportunity for new development, especially in large-scale and industrial uses. Table 3.3.4 on the following page shows the neighborhoods with the highest percentages of maintained and overgrown parcels have the most parcels available for small- to medium-scale infill development, primarily in residential and commercial land uses. On the other hand, Table 3.3.4 also conveys a sense of disinvestment and a lack of demand in the market for new development in the neighborhoods with the highest percentages.

Table 3.3.3: Property in Natural Condition, by Neighborhood

NEIGHBORHOOD	% of PARCELS IN NATURAL CONDITION, FOR ALL LAND USES
Acipco-Finley	16.2%
Collegeville	21.6%
Fairmont	53.5%
Harriman Park	12.0%
Hooper City	48.5%
North Birmingham	10.1%

Table 3.3.4: Property in Overgrown and Maintained Conditions, by Neighborhood

NEIGHBORHOOD	% of OVERGROWN AND MAINTAINED PARCELS, FOR ALL LAND USES
Acipco-Finley	16.2%
Collegeville	18.9%
Fairmont	11.0%
Harriman Park	32.4%
Hooper City	12.4%
North Birmingham	16.0%

Table 3.3.5 and Table 3.3.6 below convey the conditions of properties of each neighborhood from the perspective of a resident, tenant, employee, or business owner. The neighborhoods of Harriman Park and Hooper City are shown to be in direst conditions with the highest percentage of dilapidated structures. Hence, these neighborhoods pose the most urgent need to condemn its dilapidated structures and devise financial and administrative mechanisms to maintain unoccupied properties. Finally, Table 3.3.5 shows the neighborhoods in need of structural renovation and rehabilitation for residential and commercial properties, with Fairmont and Hooper City among the highest percentages.

Table 3.3.5: Property in Deteriorated Conditions, by Neighborhood

NEIGHBORHOOD	% of DETERIORATED PARCELS, FOR RESIDENTIAL AND COMMERCIAL LAND USES
Acipco-Finley	22.4%
Collegeville	23.2%
Fairmont	31.5%
Harriman Park	18.3%
Hooper City	33.5%
North Birmingham	25.5%

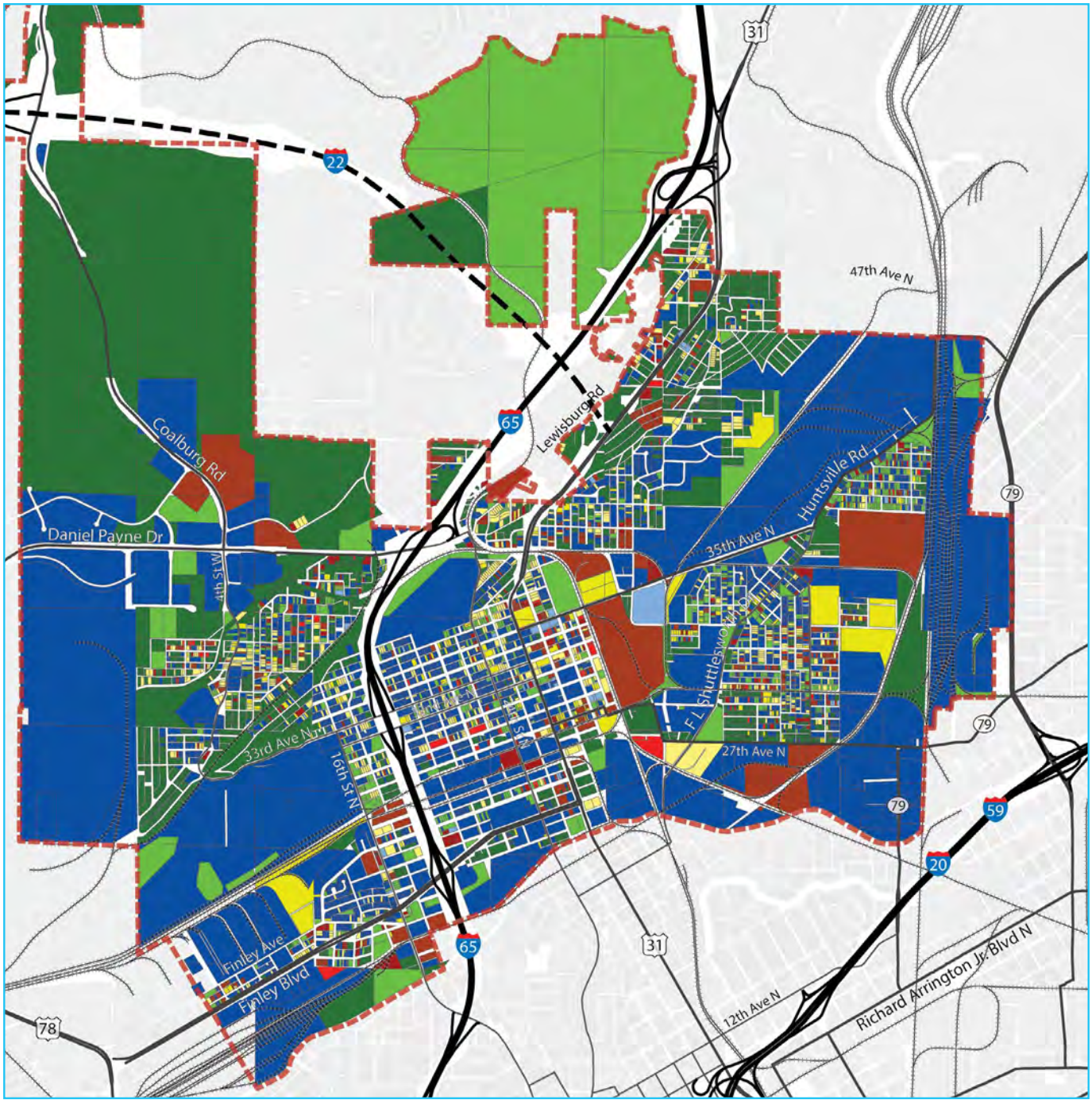
Table 3.3.6: Property in Dilapidated Conditions, by Neighborhood

NEIGHBORHOOD	% of DILAPIDATED PARCELS, FOR RESIDENTIAL AND COMMERCIAL LAND USES
Acipco-Finley	6.3%
Collegeville	9.1%
Fairmont	8.9%
Harriman Park	11.1%
Hooper City	12.5%
North Birmingham	6.5%

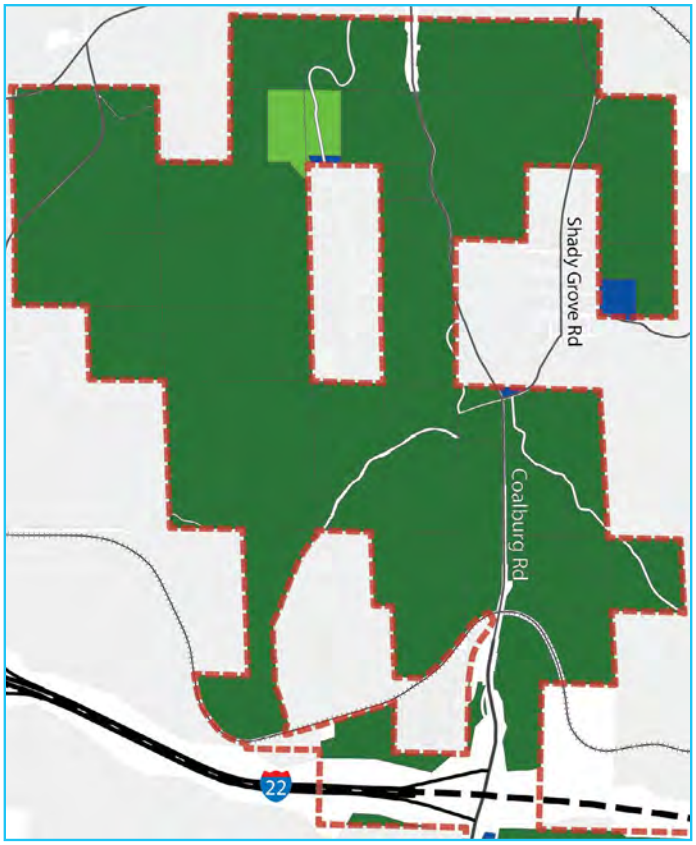
Table 3.3.7: Property Conditions Descriptions

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

Map 3.3.1: Property Conditions



Map 3.3.2: Property Conditions (North Hooper City)



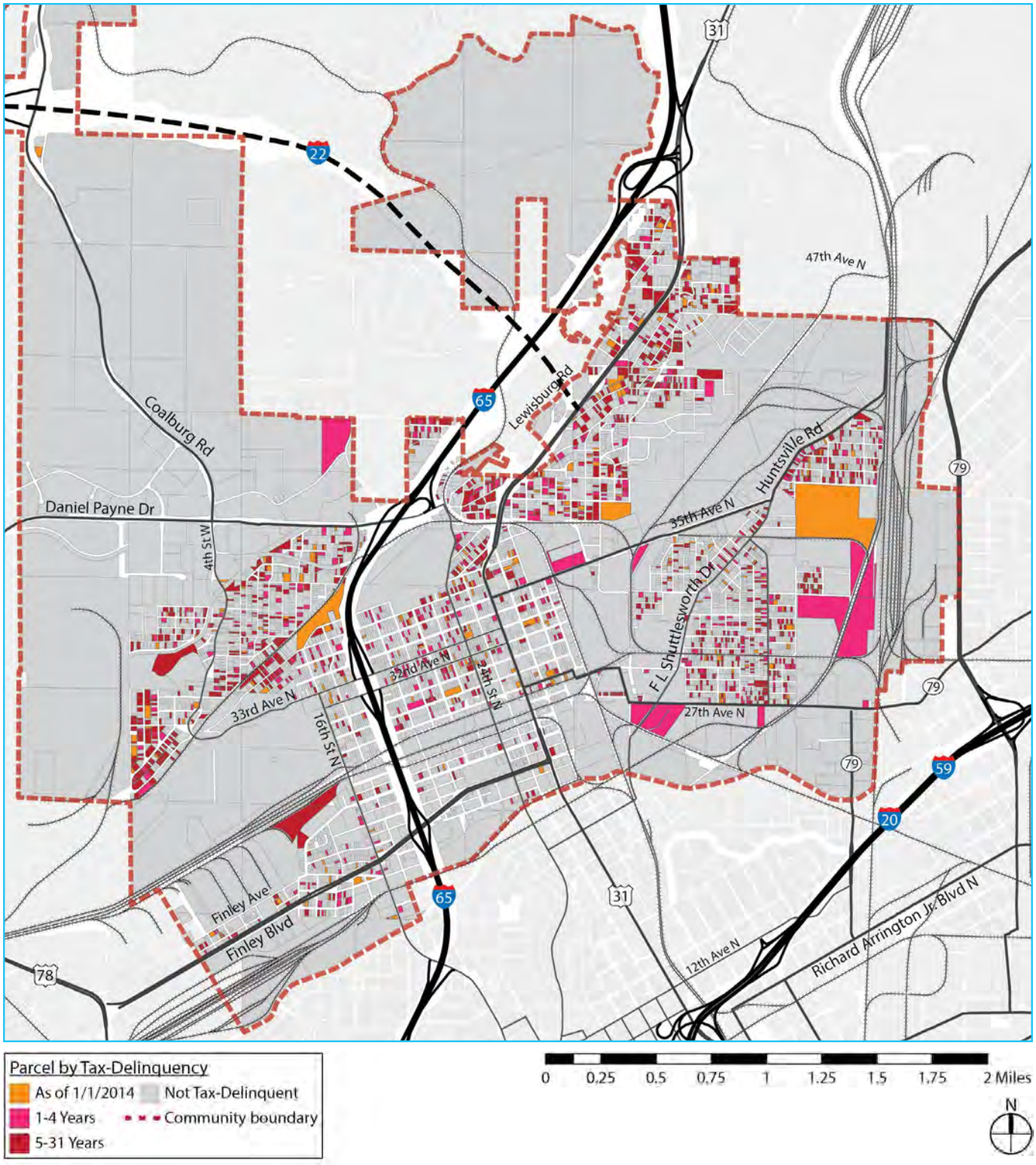
Parcel by Property Condition

- Sound Occupied
- Sound Unoccupied
- Deteriorated Occupied
- Deteriorated Unoccupied
- Dilapidated Occupied
- Dilapidated Unoccupied
- Vacant Maintained
- Vacant Natural
- Vacant Overgrown
- Community boundary

0 0.25 0.5 0.75 1 1.25 1.5 1.75 2 Miles

N

Map 3.3.3: Tax Delinquency



Map 3.3.4: Tax Delinquency (North Hooper City)

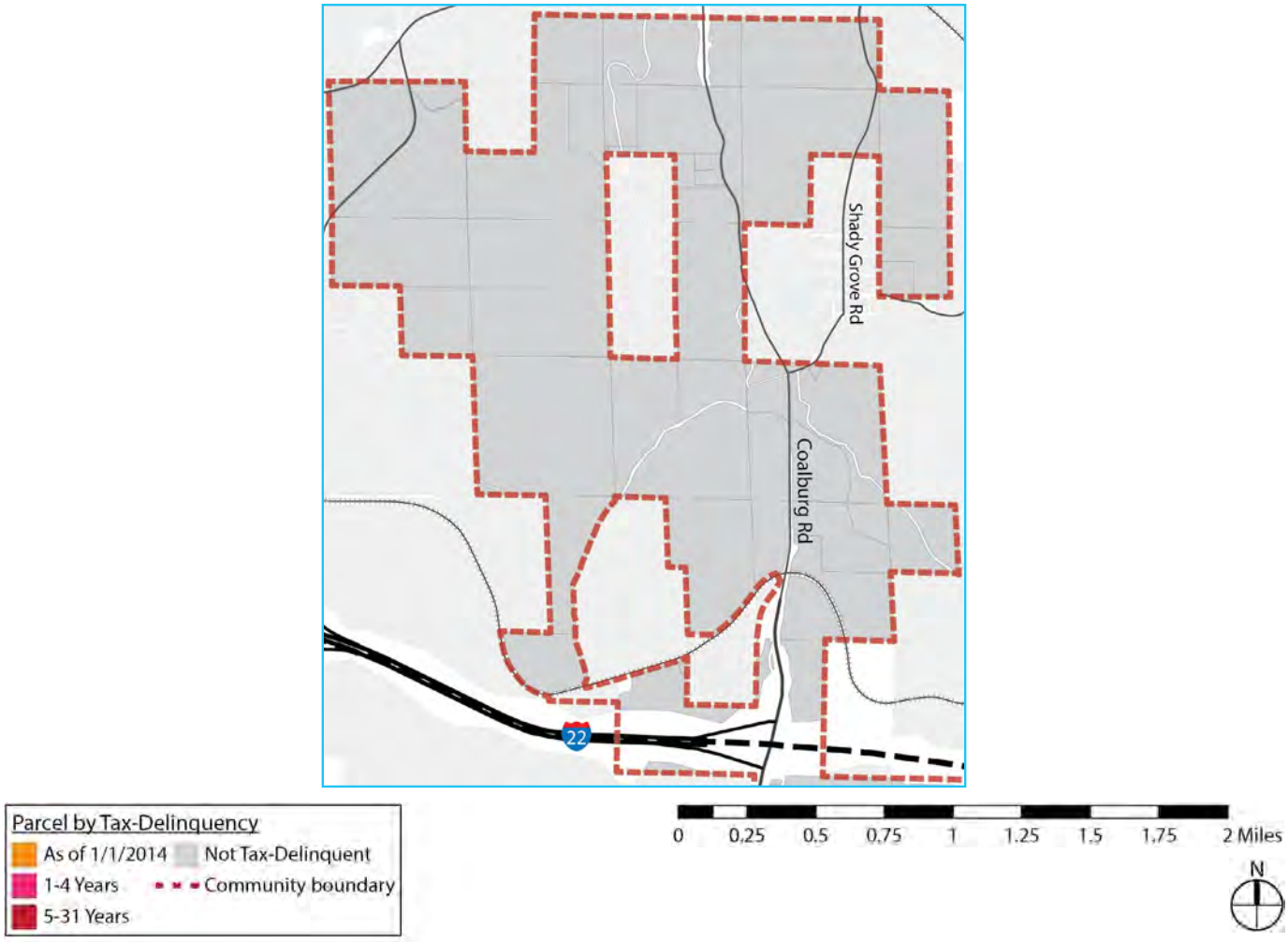
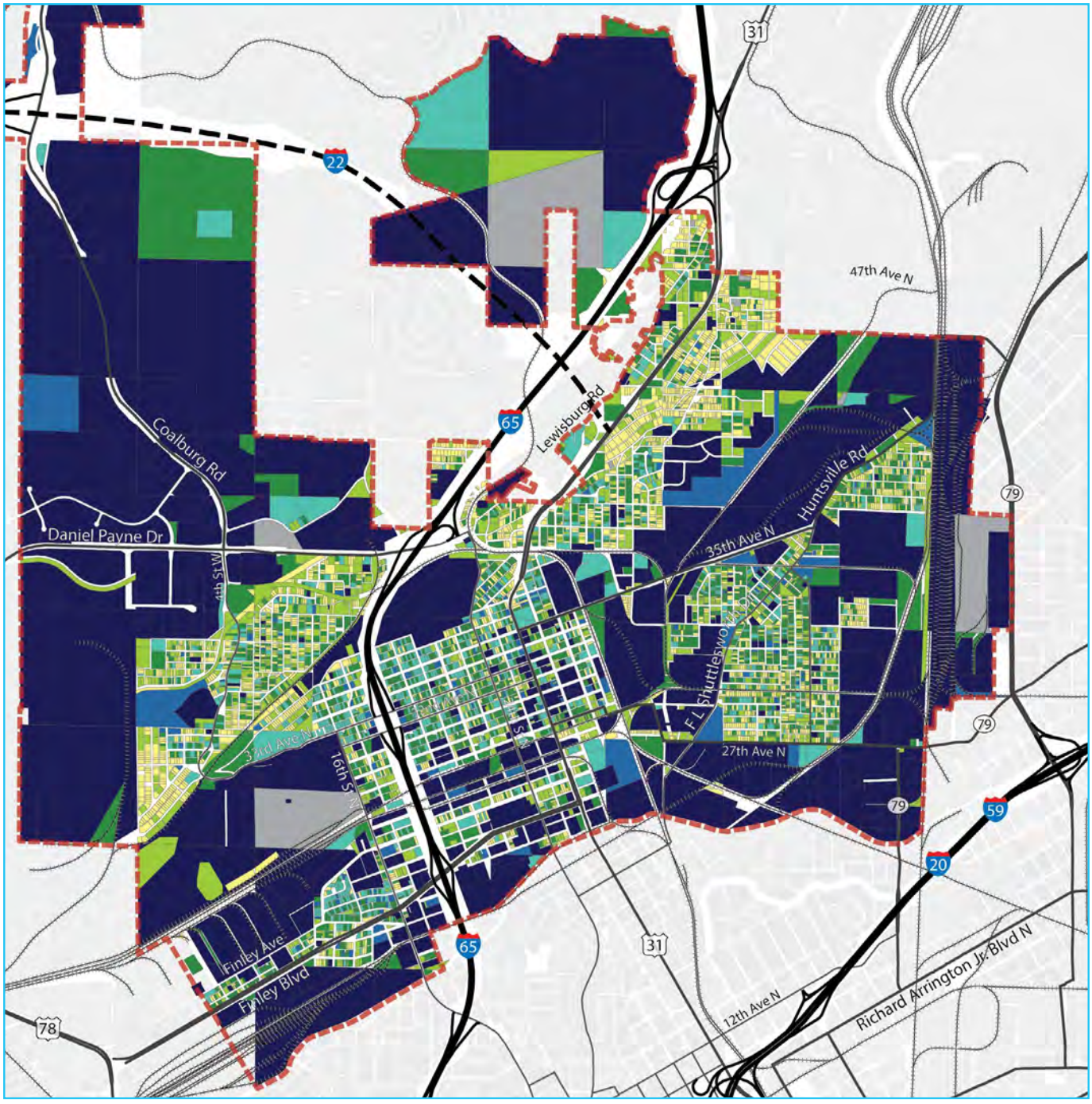


Table 3.3.7: Tax-Delinquent Parcels, by Neighborhood

NEIGHBORHOOD	TAX-DELINQUENT, AS OF 1/1/2014		TAX-DELINQUENT, 1-4 YEARS		TAX-DELINQUENT, 5-31 YEARS	
	COUNT	% OF TOTAL	COUNT	% OF TOTAL	COUNT	% OF TOTAL
Acipco-Finley	31	19.1%	60	37.0%	71	43.8%
Collegeville	41	10.8%	128	33.9%	209	55.3%
Fairmont	43	9.5%	111	24.5%	299	66.0%
Harriman Park	12	9.9%	37	30.6%	72	59.5%
Hooper City	37	10.1%	90	24.6%	239	65.3%
North Birmingham	48	17.0%	118	41.8%	116	41.1%
TOTAL	**212**	**12.0%**	**544**	**30.9%**	**1,006**	**57.1%**

Map 3.3.5: Appraised Property Values



Map 3.3.6: Appraised Property Values (North Hooper City)

Parcel by Total Appraised Value

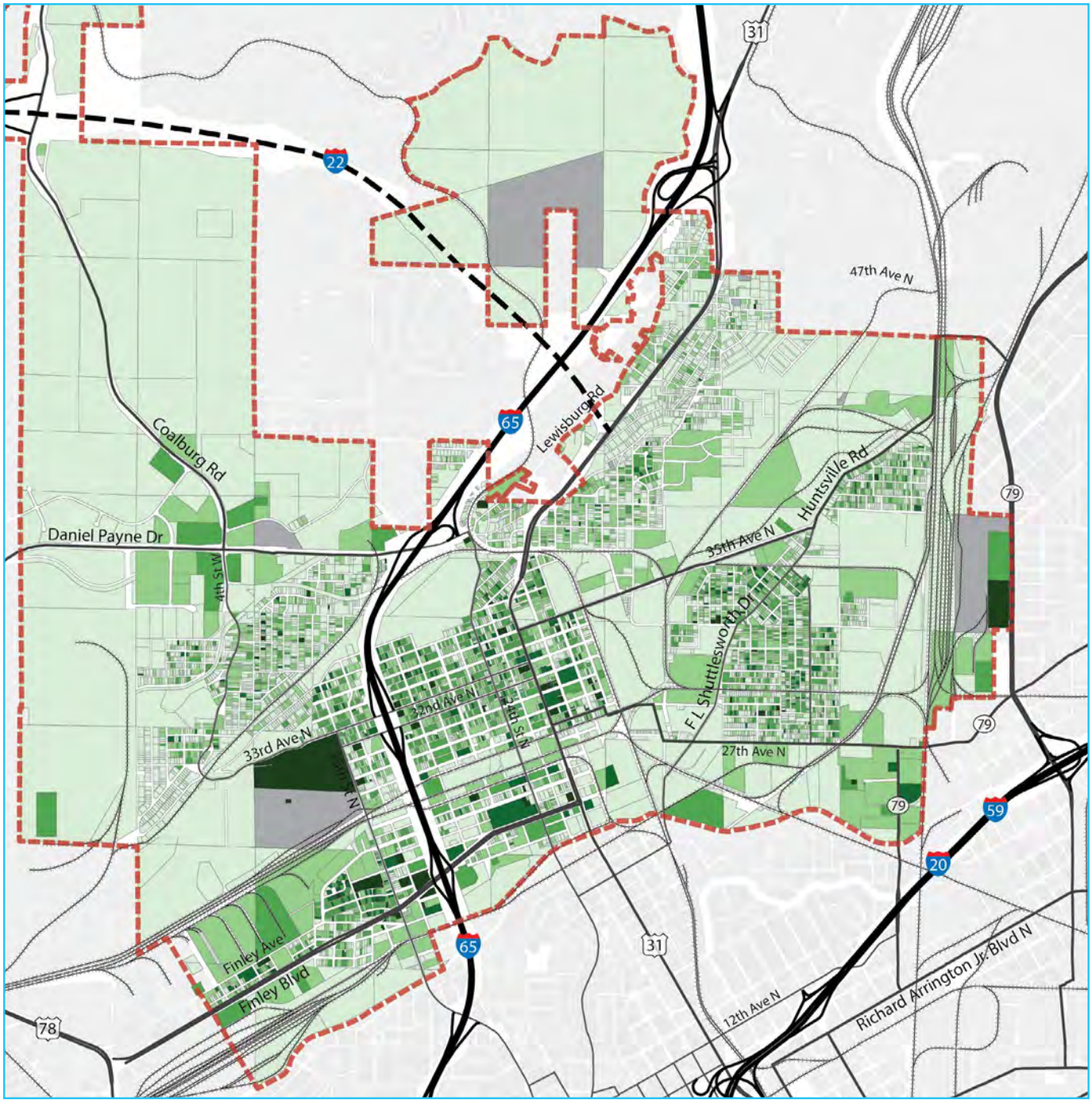
- Less than $5,000
- $5,000-$24,999
- $25,000-$49,000
- $50,000-$74,999
- $75,000-$99,100*
- >$99,101
- Community boundary
- Data Not Available

*$99,100 is the median appraised value in the City of Birmingham.

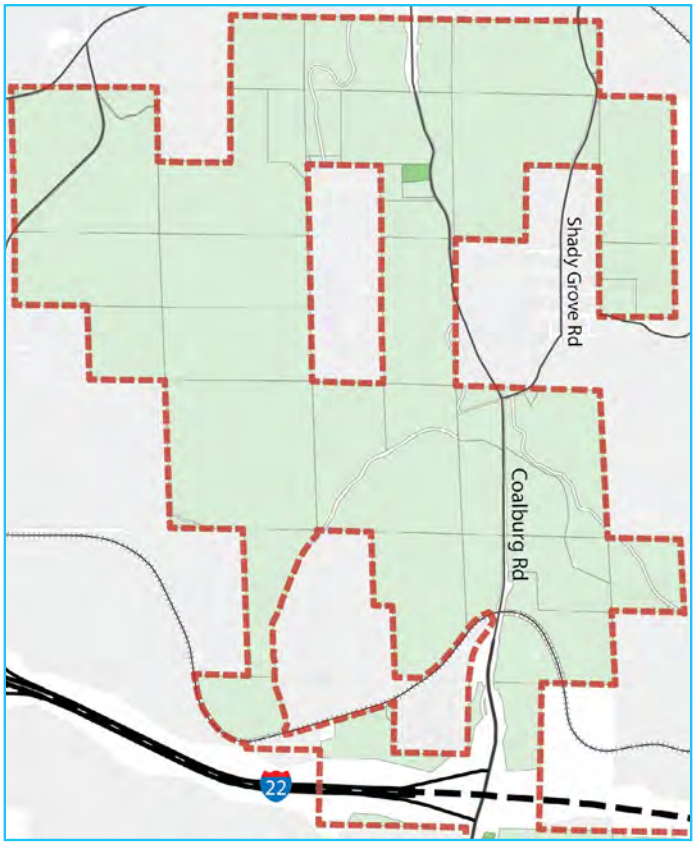
0 0.25 0.5 0.75 1 1.25 1.5 1.75 2 Miles

N

Map 3.3.7: Appraised Property Values per Square Foot



Map 3.3.8: Appraised Property Values per Square Foot (North Hooper City)



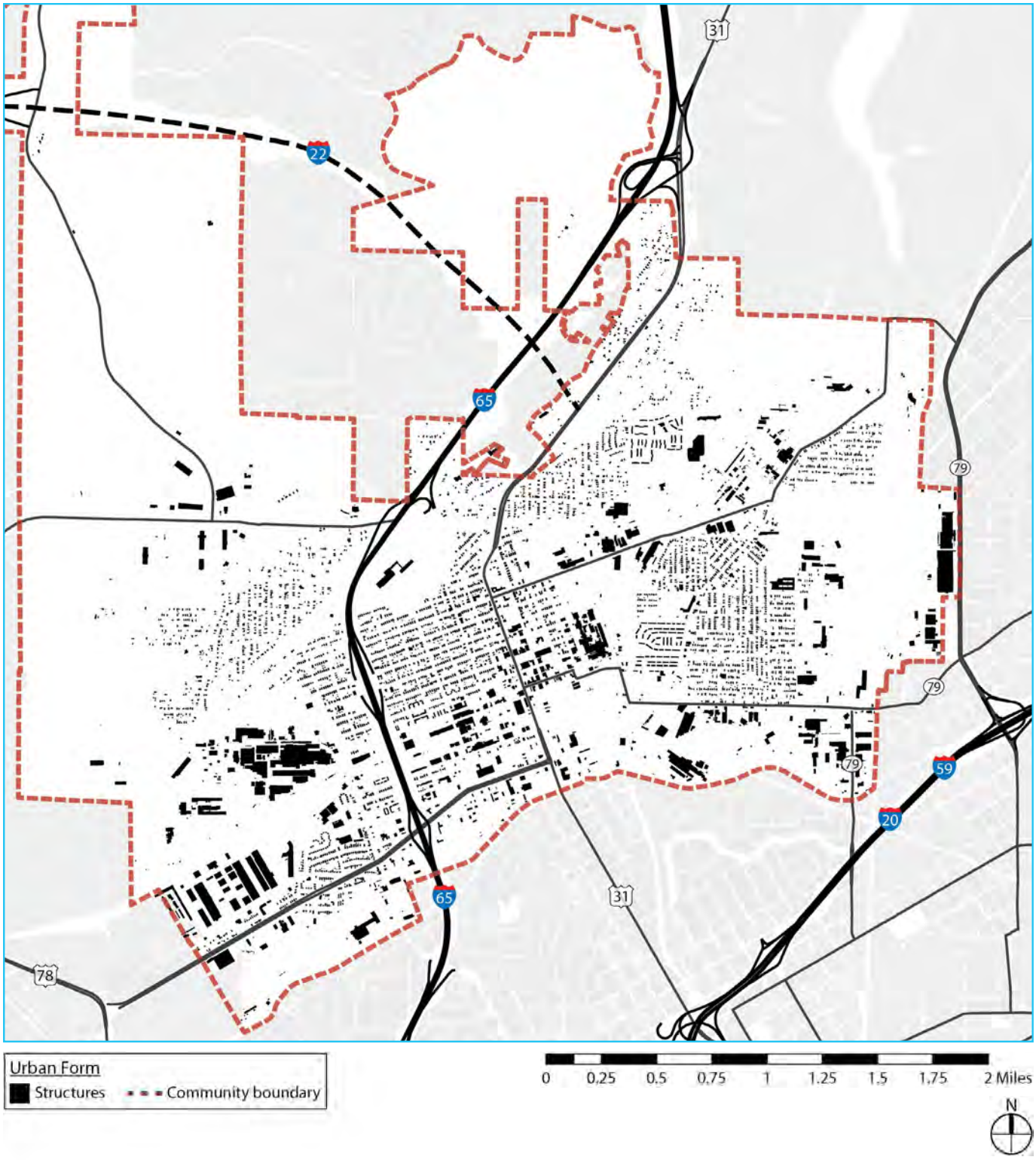
Parcel by Total Appraised Value, per Square Foot

- Less than $1.71
- $1.71-$5.72
- $5.73-$9.75
- $9.76-$13.77
- $13.78-$65.10
- Data Not Available
- Community boundary

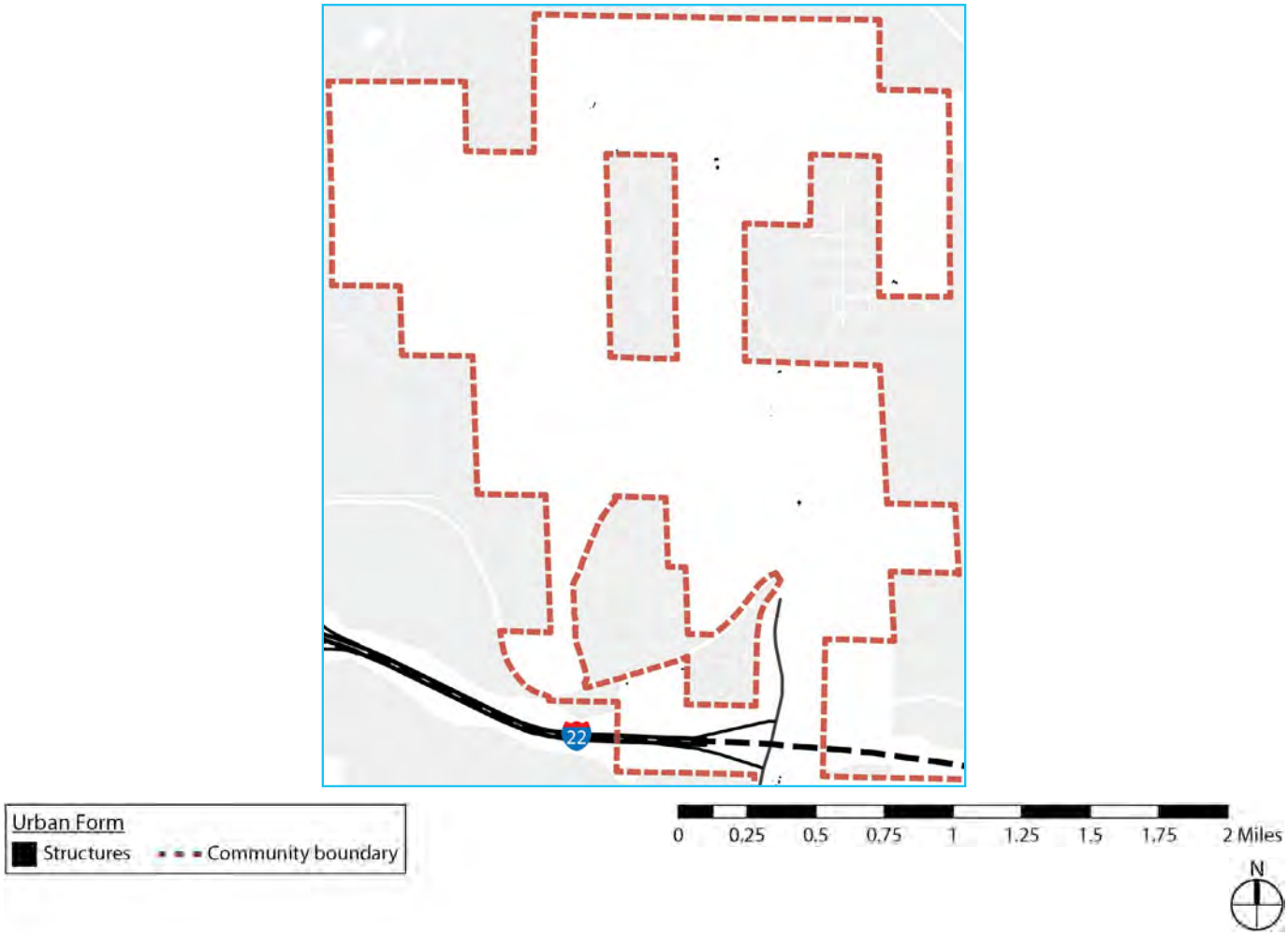
0 0.25 0.5 0.75 1 1.25 1.5 1.75 2 Miles

N

Map 3.3.8: Urban Form



Map 3.3.9: Urban Form (North Hooper City)



4

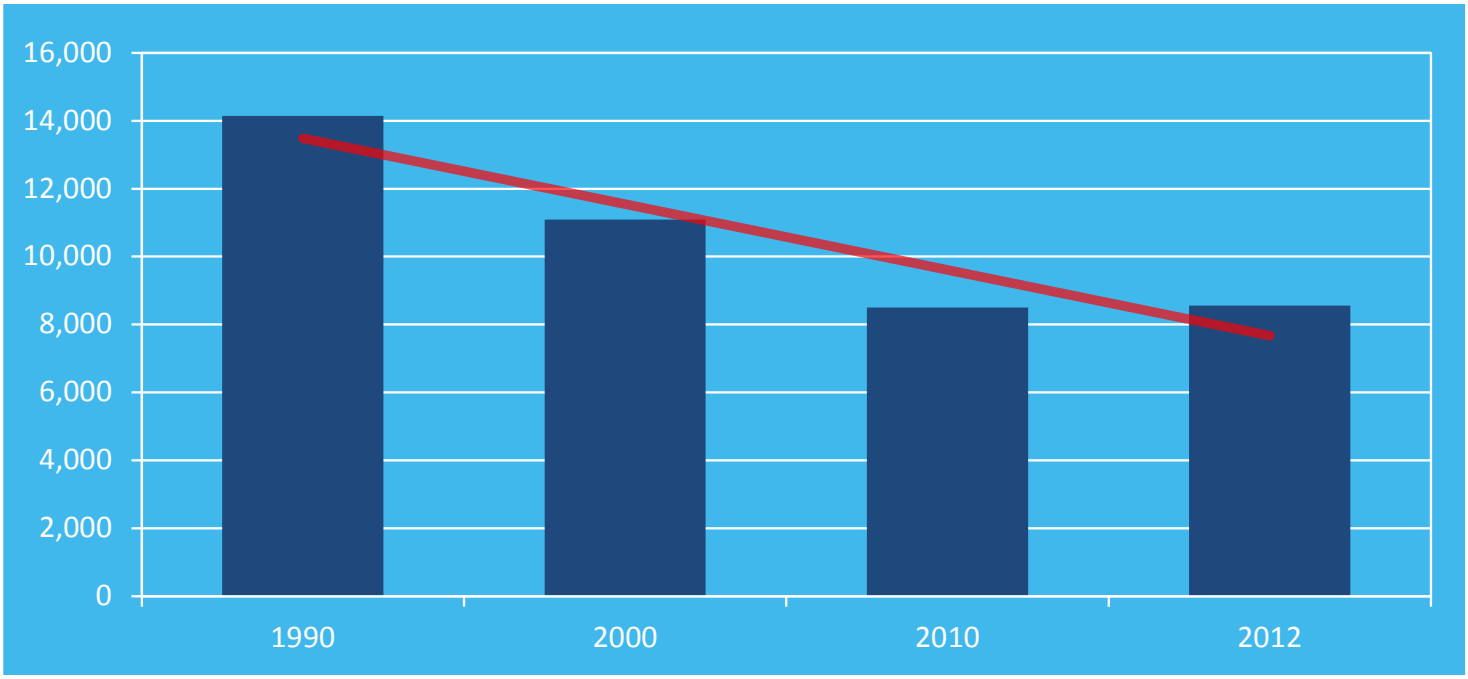
Demographics

CHAPTER 4

4.1 Population Characteristics

Within an area of approximately twenty-one square miles, the North Birmingham Community represents about 4% of the city's total residential population, or 8,560 persons and 3,432 households. As Table 4.1.1 below shows, the population has decreased by 23% since 2000. While 2012 population estimates indicate a slight increase since 2010, this is possibly due to increases in the number of renter occupied housing units as area residents seek closer proximity to area schools. This modest short-term increase is not expected to indicate sustainable long term growth or a reversal in the community housing market. It does, however, indicate that schools are one of the primary community assets on which to build a long term housing market strategy.

Table 4.1.1: Population, 1990-2012



The residential population in the North Birmingham Community has become progressively older over the last several decades. Following national and local trends, including in the City of Birmingham, the senior population is growing. As the baby boomer population continues to advance in age, their numbers are increasing as well. According to Table 4.1.2 on the following page, persons aged 60 years and older made up 19.8% of the population in 1990. By 2012 that percentage had increased to 22.4% though the total number has dropped by 878 persons. The percentage of residents aged 19 or younger decreased from 32.4% in 1990 to 28.2% in 2012, a total decrease of 2,168 young people. The working age population, residents between the ages of 20 to 59 years, has experienced an increase in their percent share, rising from 47.9% in 1990 to 49.4% in 2012.

While the working age percent share has increased, the overall total has decreased by 2,542 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 senior population and a declining percentage of the younger population. The median age of the community has increased from 32.4 in 1990 to 37.6 in 2012. The age group characteristics within the community will translate to changing demands on city services and market demands for goods and services.

Table 4.1.2: Age Group Distribution, 1990-2012

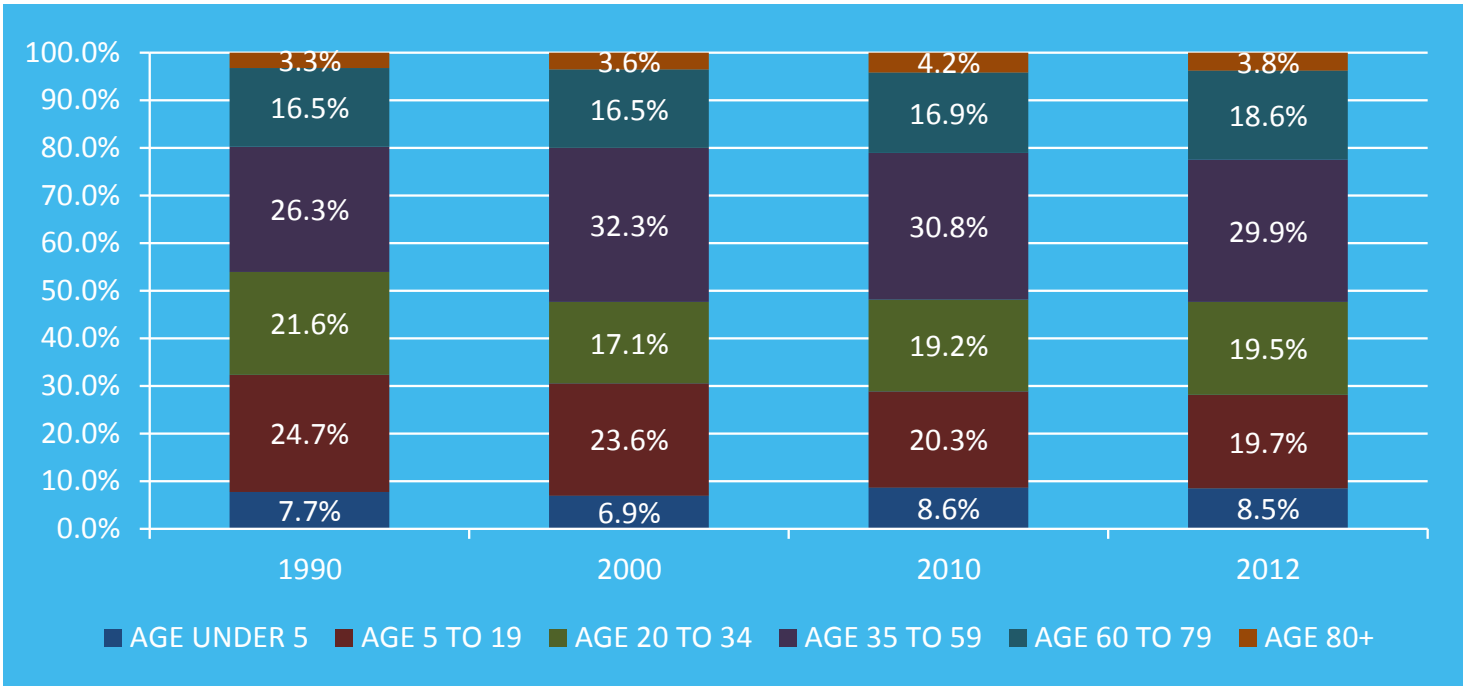
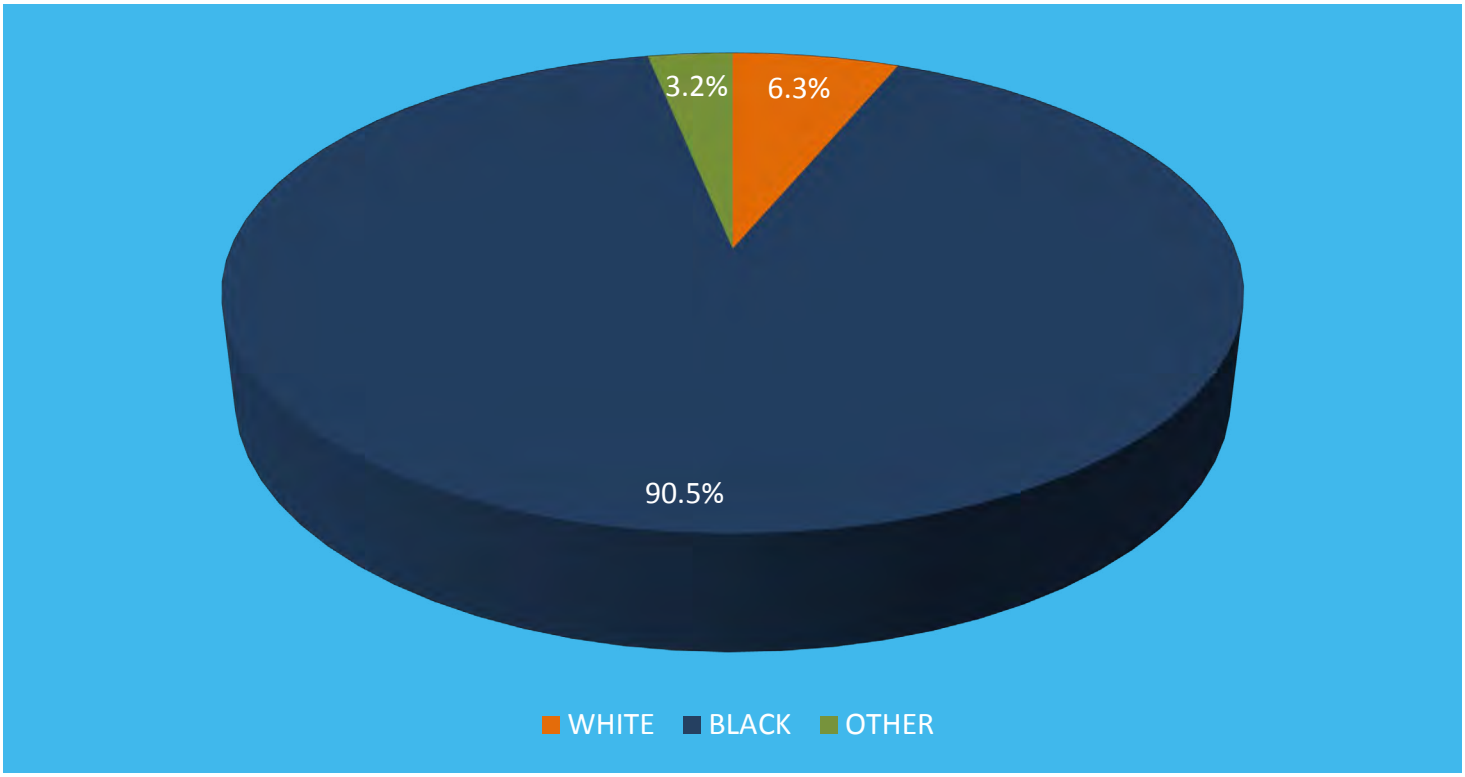


Table 4.1.3: Racial Distribution



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. According to Table 4.1.4 below, close to 25% of North Birmingham residents aged 25 and older do not have a high school diploma. While the percentage of high school graduates is much higher in the North Birmingham Community than in the city, the percentage of those with a bachelor's degree or higher is much lower. Table 4.1.5 below shows a relatively stable school enrollment, with the exception of Lewis Elementary School in the 2012 school calendar year due to a consolidation of school in the city.

Table 4.1.4: Educational Attainment, 25 Years and Older, 2009

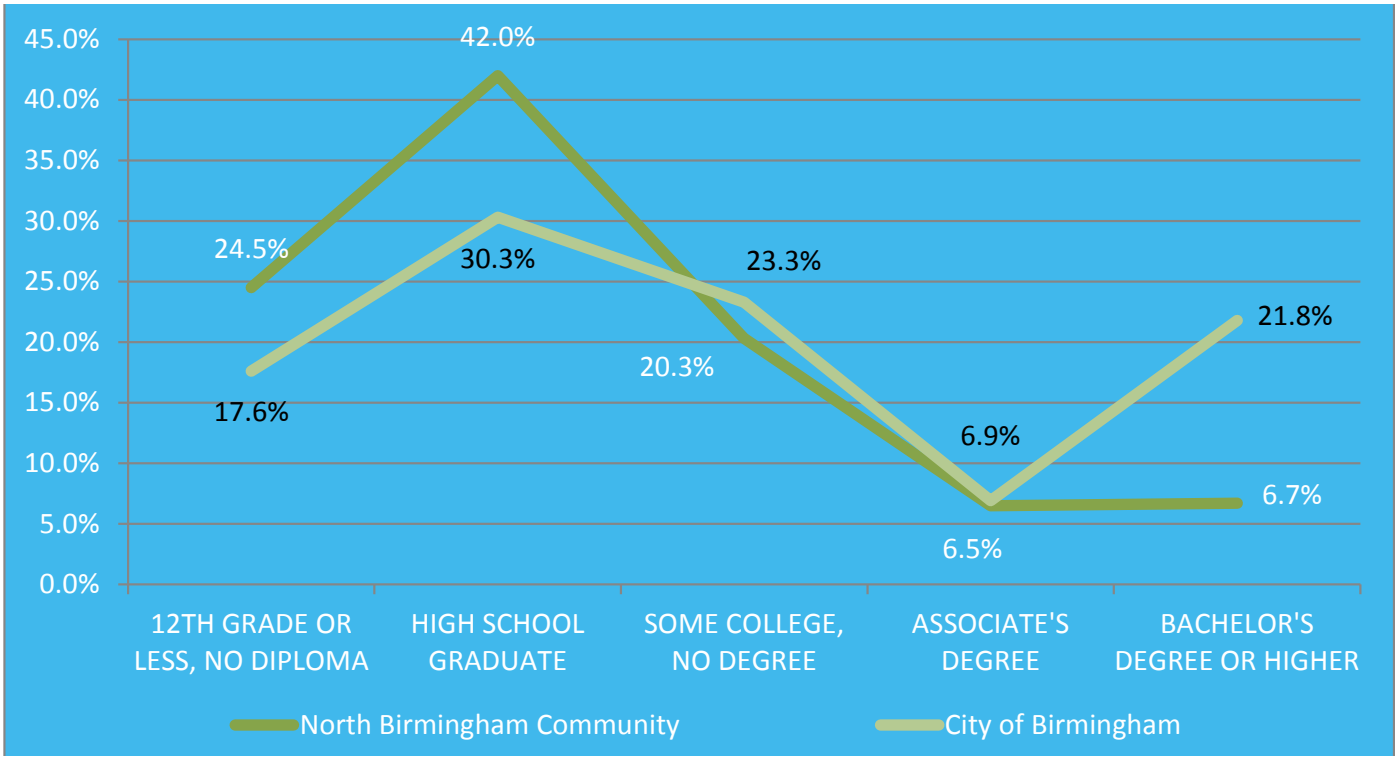
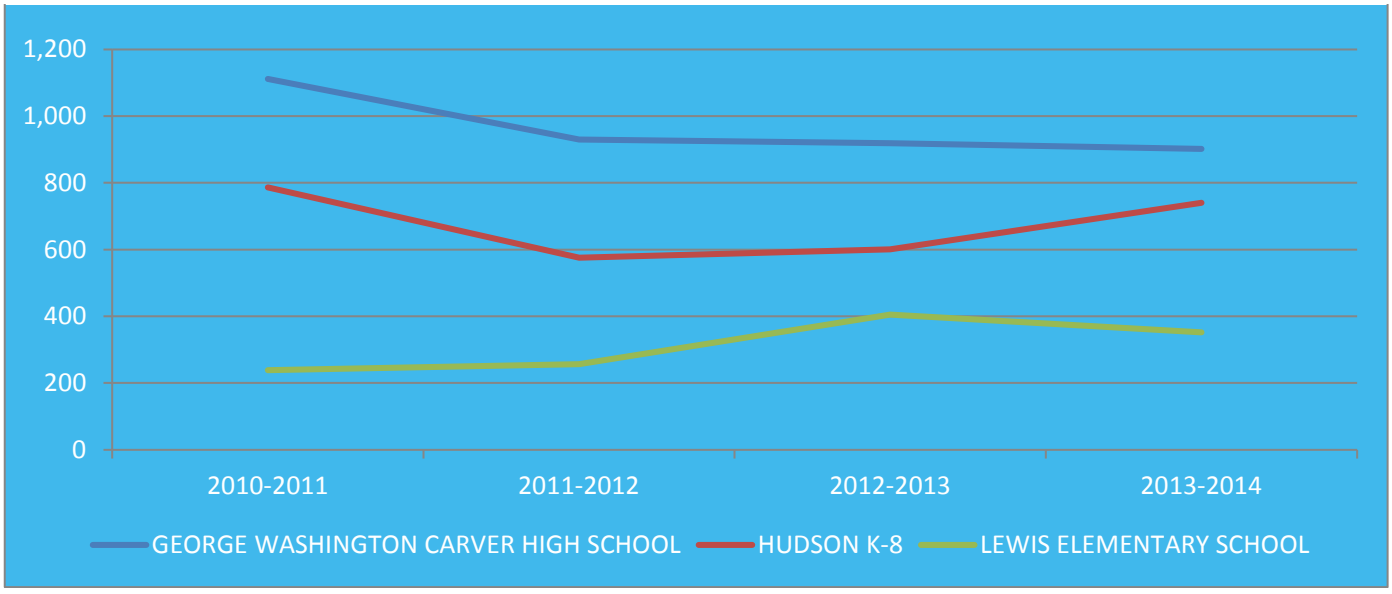


Table 4.1.5: School Enrollment, 2010-2014



4.2 Household Characteristics

Many of the family households in the North Birmingham Community have moved into other outside areas. As shown on Table 4.2.1 below, between 1990 and 2012, the number of family households decreased from 3,500 (70.7%) to 2,140 (62.4%), a decrease of 1,360 households, or 39%. Of the family households, married-couple households with children had the most notable decrease dropping from 793 in 1990 to an estimated 119 in 2012, an 85% decrease. To be specific, this housing group made up 22.7% of all family households in 1990 and 5.5% of all family households by 2012.

The general decline in married couple households, while a symptom of higher divorce rates related to shifting social norms, may also 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 increase in both single-parent households and multi-generational households where grandparents are taking a larger role raising their grandchildren. Non-family households are making up a larger portion of households in North Birmingham. These include households consisting of single individuals living alone or with non-relatives. While the overall totals of non-family households decreased, their percent share of all households grew from 29% in 1990 to 38% in 2012. These trends are shown on Table 4.2.2 on the next page.

Table 4.2.1: Household Characteristics, 1990-2012

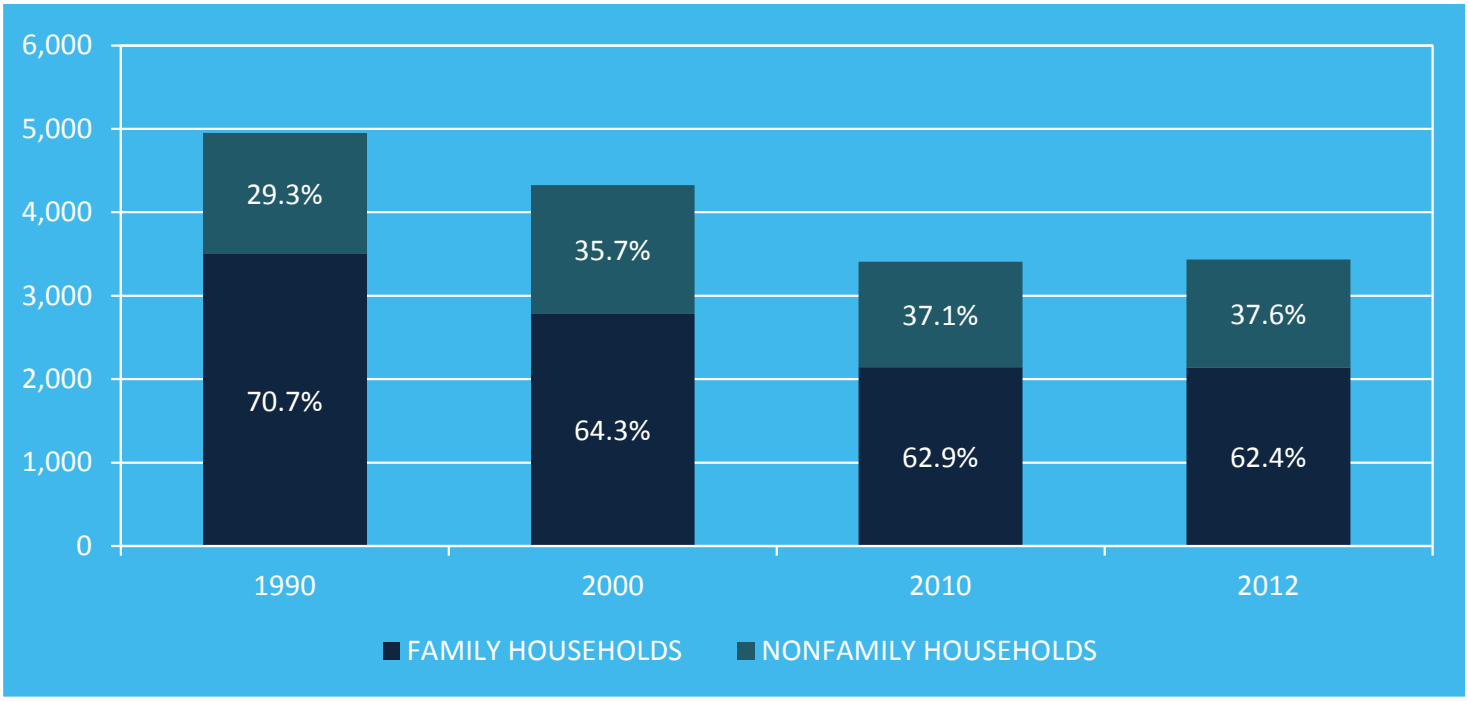


Table 4.2.2: Family Household Characteristics, 1990-2012

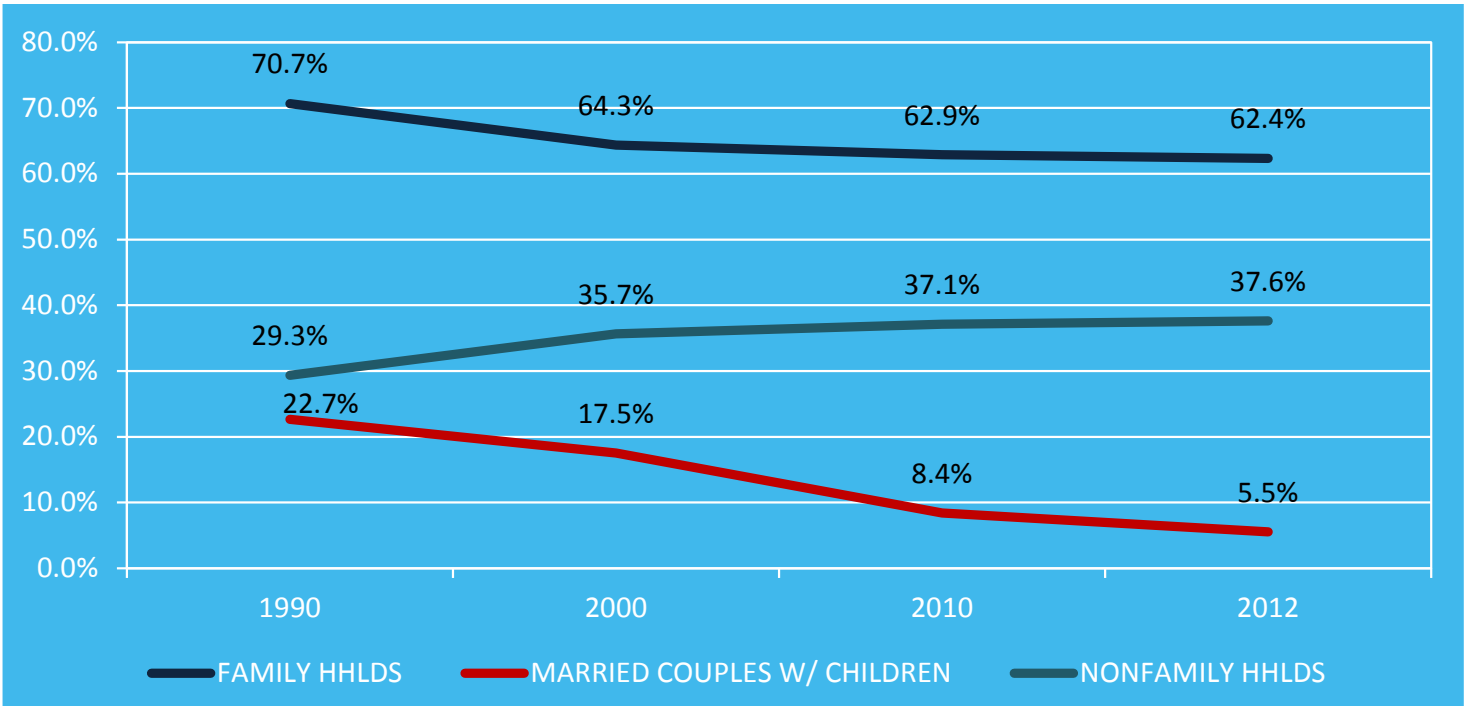


Table 4.2.3 below shows the median household income in the North Birmingham Community has increased from an estimated $13,244 in 1990 to $18,097 in 2012. While this increase is consistent with general income trends, the 2012 figure is substantially less than that of the city and state, as shown on Table 4.2.5 on the next page. The 2012 estimated median household income for the City of Birmingham is 41% higher than that of the community, or $30,780. This is partially due to the low wage jobs located within the community and a disproportionately high unemployment rate and poverty rate for the community, as shown on Table 4.4.3 and Table 4.2.6, respectively.

Table 4.2.3: Median Household Income, 1990-2012

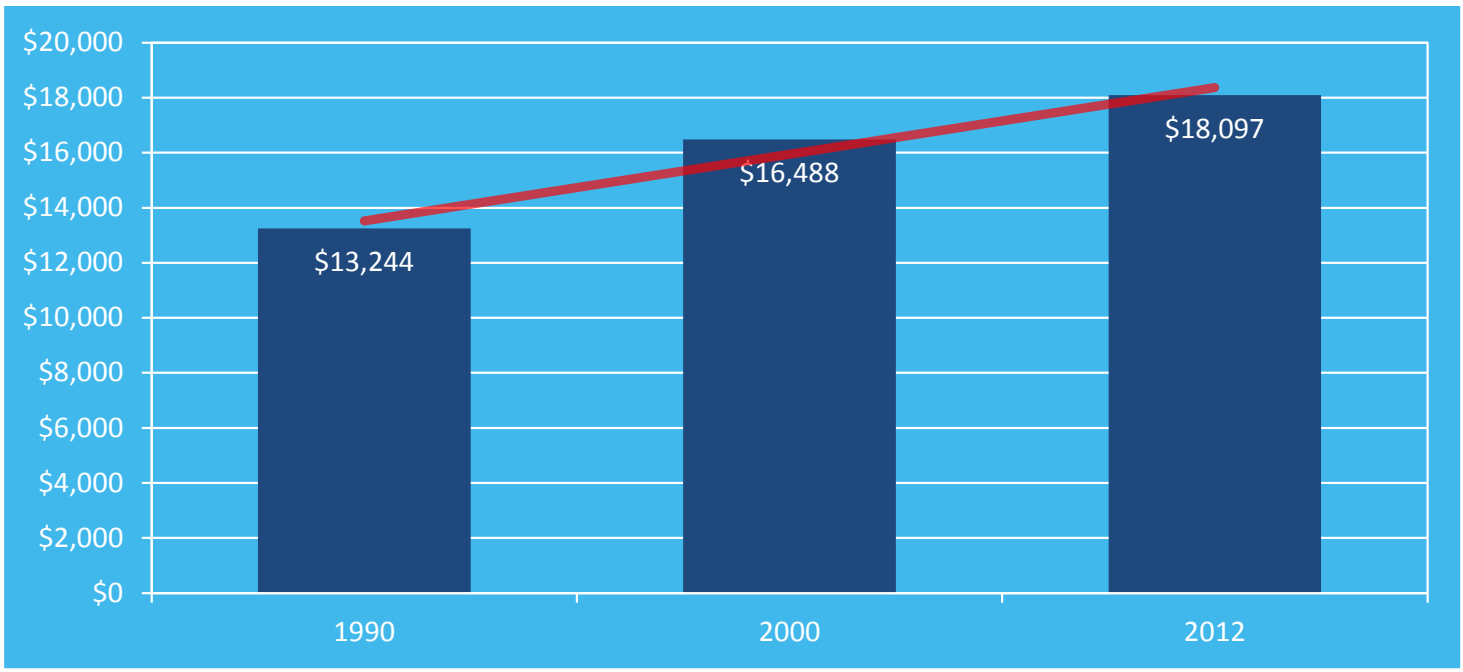


Table 4.2.4: Median Household Income Distribution, 2012

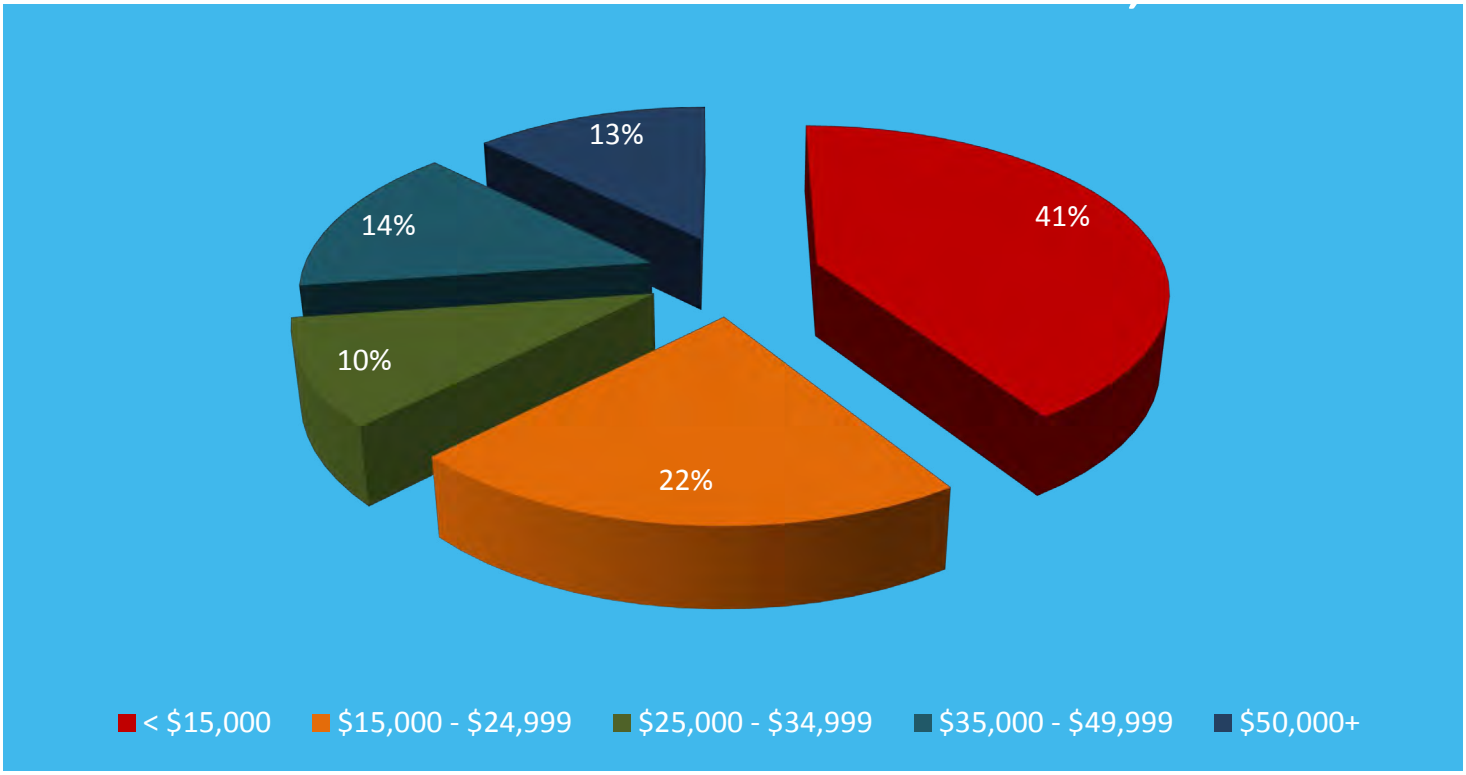
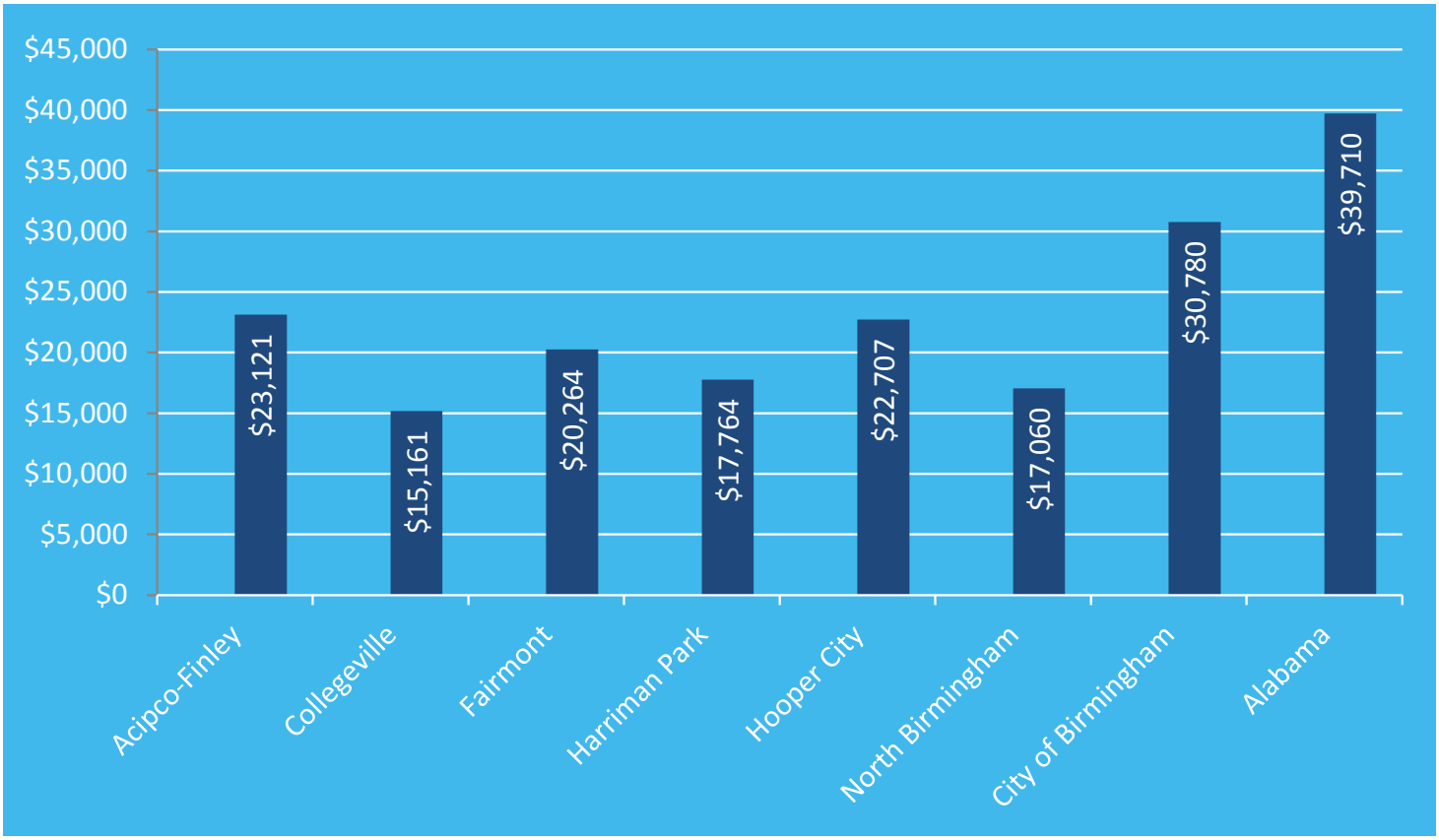
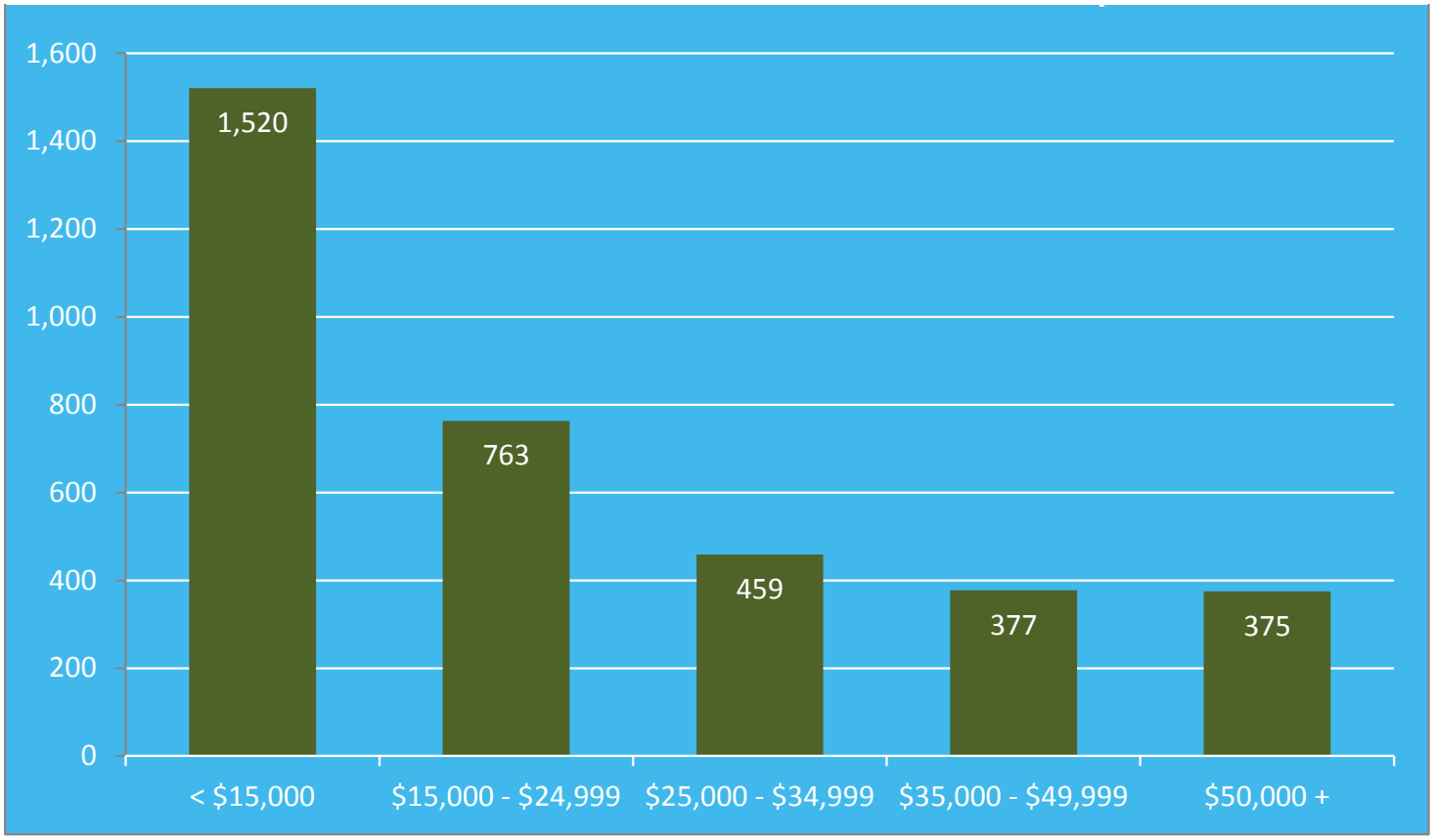


Table 4.2.5: Median Household Income by Geographic Area, 2012



According to 2012 estimates shown on Table 4.2.4 on the previous page, 63% of all North Birmingham Community households earn under $25,000 per year and 87% of all households earn less than $50,000 per year. The 2012 average income of households in the North Birmingham Community was estimated at $29,447 while the average household income for the City of Birmingham was $45,436. It is additionally estimated that nearly 52% of all households are below poverty – earning less than $19,090 in 2012 for a 3-person household – and 33% of households receive cash public assistance or food stamps/SNAP benefits.

Table 4.2.5: Households by Disposable Income, 2012

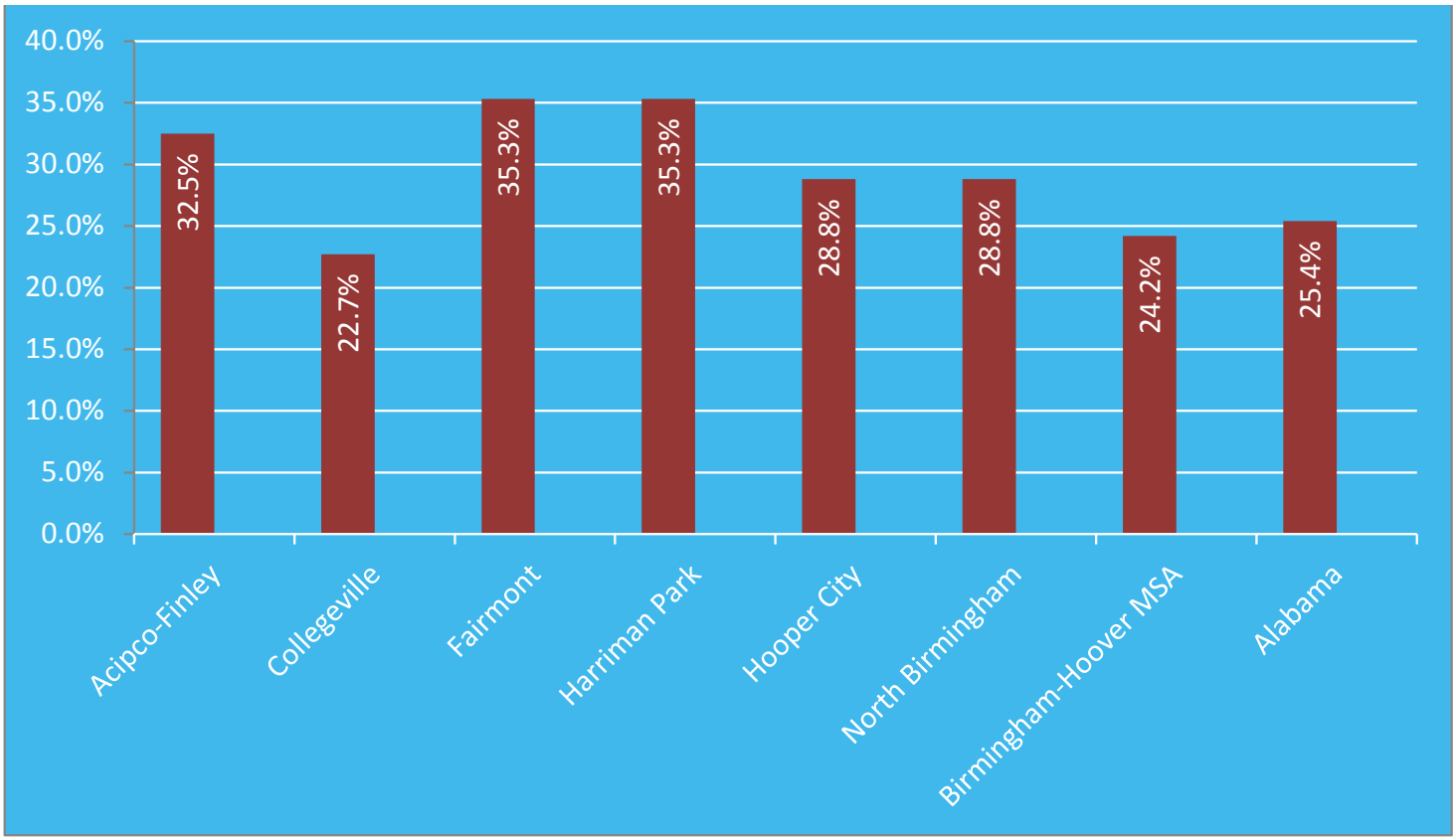


Disposable income, also called surplus income, is the amount of household funds available for spending and saving after paying income taxes. The amount of disposable income is an important indicator for the economic health of an area, and it is used to gauge the investment viability of business activity. The amount of income remaining for discretionary spending does not include expenditures, such as housing, transportation, food, and child care. Therefore, the amount of truly disposable income, whether used for household savings or retail spending, is lower than may be indicated.

The 2012 estimated average disposable income in the North Birmingham Community is $25,066. By comparison, the City of Birmingham has an estimated $37,488 of average disposable income. Hence, the typical household in the North Birmingham Community possesses about 33% less disposable income than the typical household of the city of Birmingham as a whole. With an estimated 58% of disposable income being spent on necessities such as housing, food, and transportation, it is clear that many households are living paycheck to paycheck or are struggling to get by. If a household only makes enough money to cover the basic necessities, there is no opportunity for them to develop assets or savings. Table 4.2.5 above shows nearly 2/3 of all households in the North Birmingham Community have a disposable income of less than $25,000.

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 it by stifling the ability to contribute to the economy. Table 4.2.6 below shows the poverty rates for all neighborhoods in the community, except for Collegeville, are all above the poverty rates for the metropolitan area and the state.

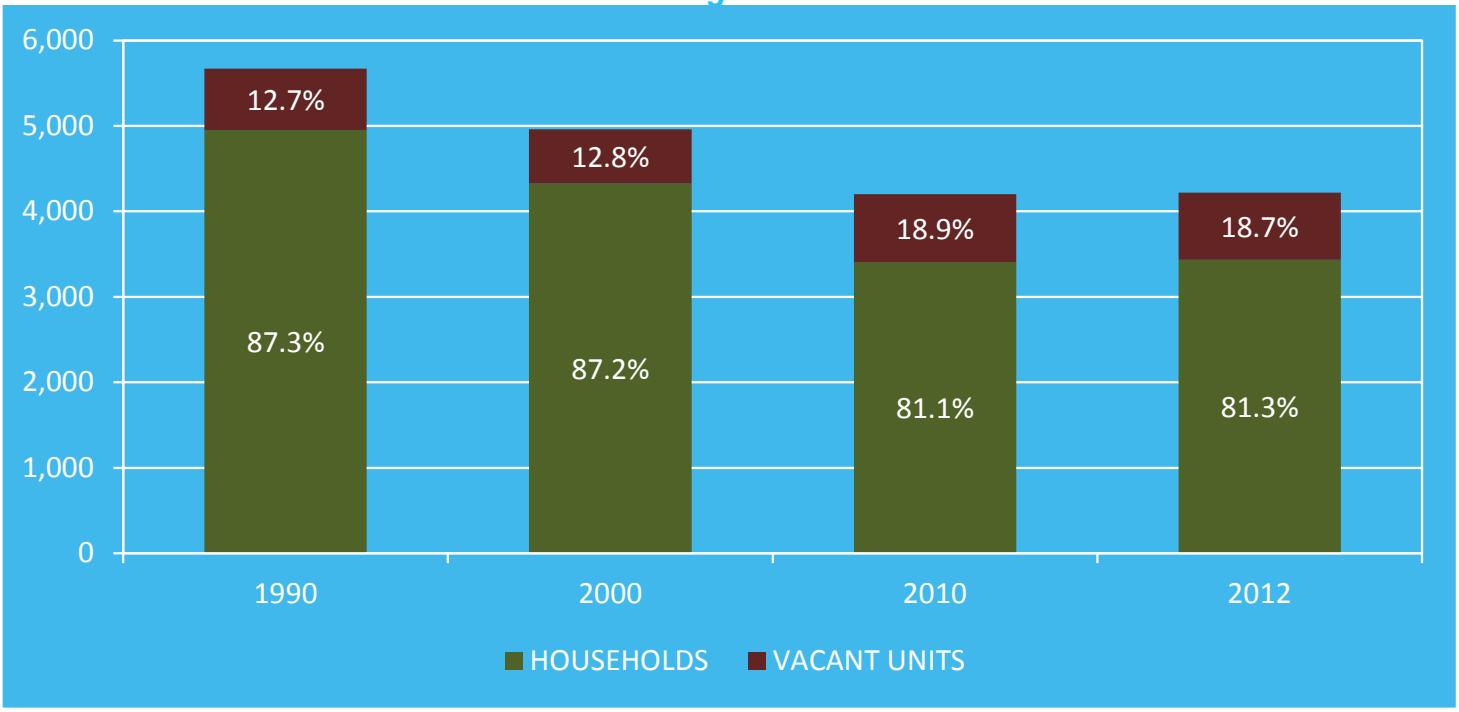
Table 4.2.6: Poverty Rate by Geographic Area, 2012



4.3 Housing Characteristics

The housing characteristics of the North Birmingham Community have undergone significant changes over the last several decades. As shown on Table 4.3.1 below, the 2012 housing estimates report 4,220 total units with 3,432 occupied units (81.3%) and 788 vacant units (18.7%). Since 1990 the total number of units in the community has decreased from 5,671 to 4,220 units, a decrease of 26%. Occupied units have decreased from 4,952 units in 1990 to 3,432 units in 2012, a decrease of 31%.

Table 4.3.1: Housing Unit Characteristics



The majority of the housing units in North Birmingham 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 resulted in median home property valuations estimated at nearly 35% of that of the City of Birmingham, with $35,000 as an estimated median home value in zip code 35207 compared to $100,000 for the City of Birmingham as a whole.

Overall, the housing market in North Birmingham consists of single-family detached dwellings (72%), with the bulk of the remaining units being multi-unit dwellings found primarily in the Birmingham Housing Authority's public housing facilities of North Birmingham Homes and Collegeville Center. Many of North Birmingham's residential properties have transitioned from owner-occupied units to renter-occupied units over the last several decades.

According to recent estimates, the number of renter occupied units jumped to nearly 60% by 2012, as shown on Table 4.3.2 on the following page. This increase may be due to the abundance of affordable rental homes throughout the community or a desire of area residents to locate closer to the schools following the city's school closures and consolidations that took place between 2008 and 2011.

Table 4.3.2: Housing Tenure

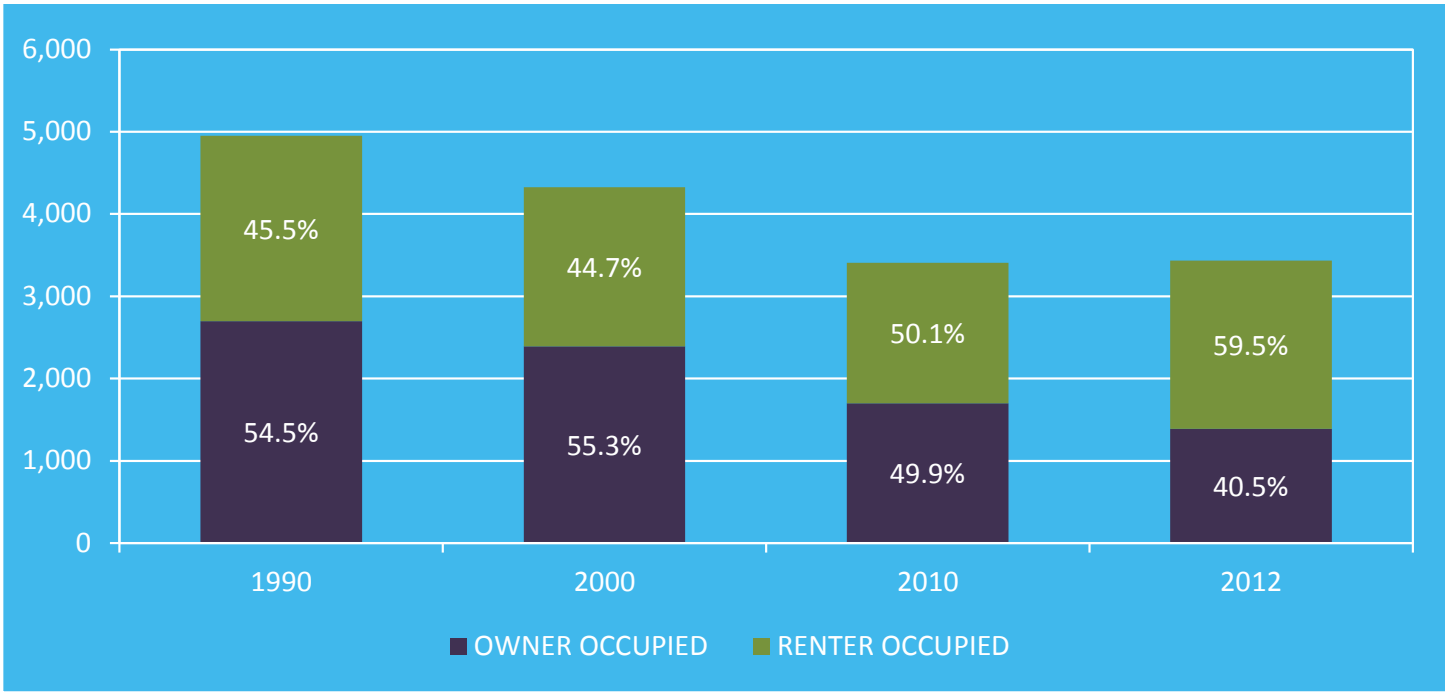
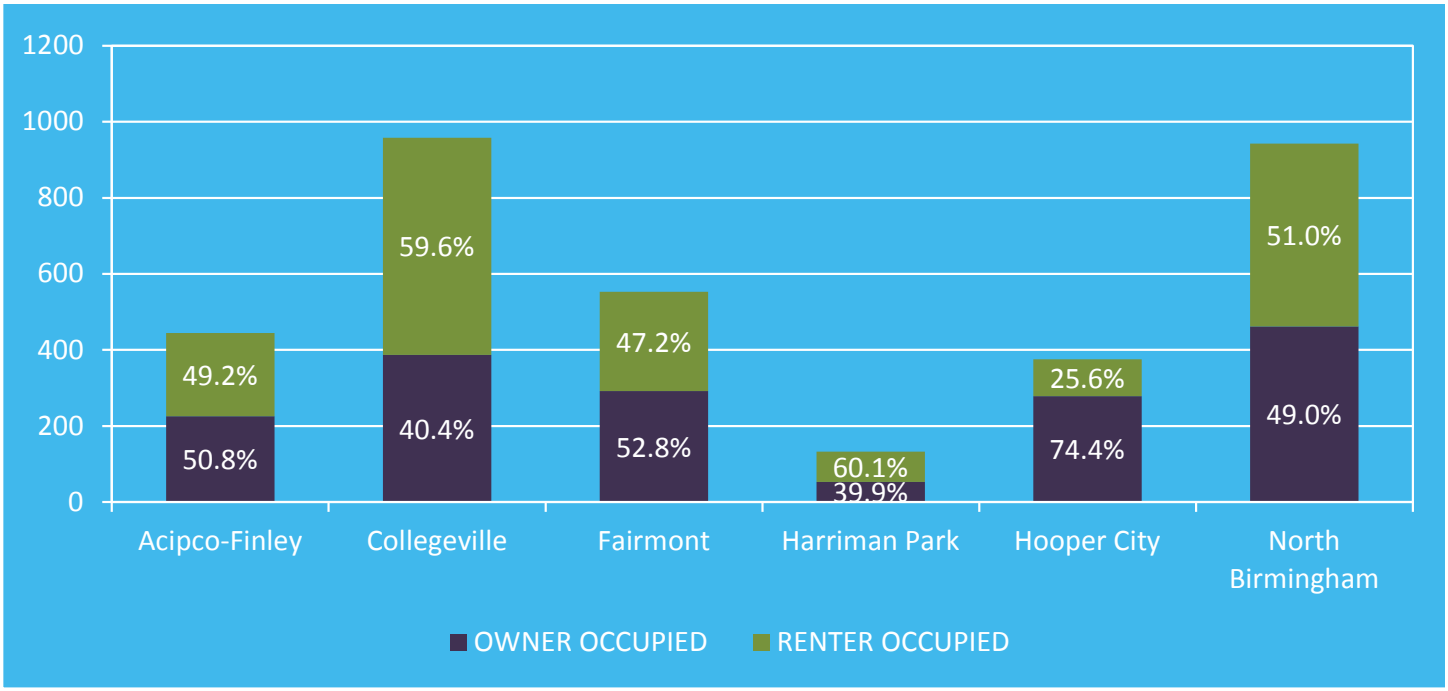


Table 4.3.3: Housing Tenure by Neighborhood



4.4 Employment Profile

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

As shown on Table 4.4.1 below, most of the employed residents in the community work within the industries of Health Care and Social Assistance (18%), Accommodation and Food Services (12.7%), and Retail Trade (11.9%).

Table 4.4.1: Workforce by Industry

There are approximately 439 businesses in the North Birmingham Community employing over 9,000 workers. Table 4.4.2 on the following page shows manufacturing industries make up the largest number of community businesses and provide 35% of the jobs. Service-based businesses are the second largest industry providing 18% of the jobs, followed by Wholesale Trade with 16% of the total jobs. Jobs associated with Retail Trade account for just 5% of all jobs. The decline of businesses follows the decline of residential population and results in the loss of employment opportunities. Businesses, particularly those in the retail and service industries, follow the population.

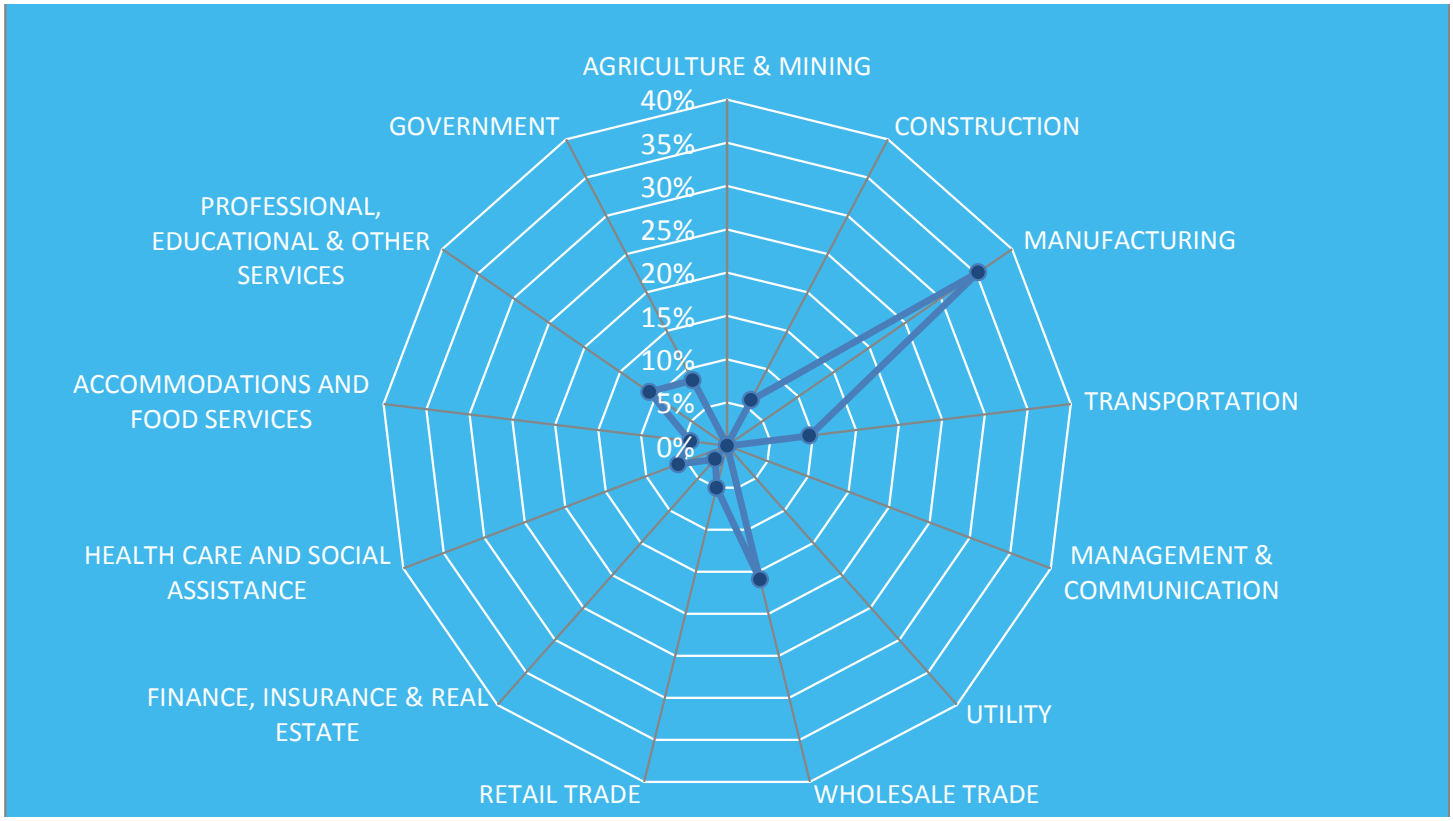
An analysis of local commuter data of employment by place of work and employment by place of residence indicates that North Birmingham Community residents are not the primary source of labor for the largest businesses located in the community. With the manufacturing industry employing over 3,200 workers, there are just 229 North Birmingham Community residents who work in the manufacturing industry. Commuting data indicates that the primary destinations of employed residents in the North Birmingham Community are the Birmingham City Center, South Side/ Mid Town areas, and the Tarrant area. An estimated 12% of employed residents in the North Birmingham Community also work in the North Birmingham Community.

The largest employers include American Cast Iron Pipe Company (2,500 employment), Walter Coke

(600 employment), Altec Industries (549 employment), Associated Grocers (450 employment), and Nucor Steel (380 employment). Collectively, these five businesses make up 49% of all jobs located in the North Birmingham Community. These businesses, and the heaviest concentrations of employment, are primarily located in the east and west sides of the North Birmingham Community, in proximity to the rail infrastructure.

The number of business locations within the market area appear fairly evenly distributed throughout the community, with the heaviest concentrations along US Highway 31 (26th Street North) and 27th Street North and along Finley Avenue West in the Acipco-Finley Neighborhood. These corridor locations represent 25% of all business locations in the market area and 10% of all market area jobs. These corridor locations also represent the highest concentrations of retail businesses.

Table 4.4.2: Employment by Industry



According to Table 4.4.3 on the following page, the civilian labor force in the North Birmingham Community is approximately 3,388 residents. Table 4.4.4 on the next page shows out of the community residents in the labor force, 23.2% are unemployed. In comparison, the unemployment rate in 2012 was 9.6% for the Birmingham-Hoover MSA and 10.3% for the state. Most employed residents of North Birmingham 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.

Table 4.4.3: Civilian Labor Force, 2010

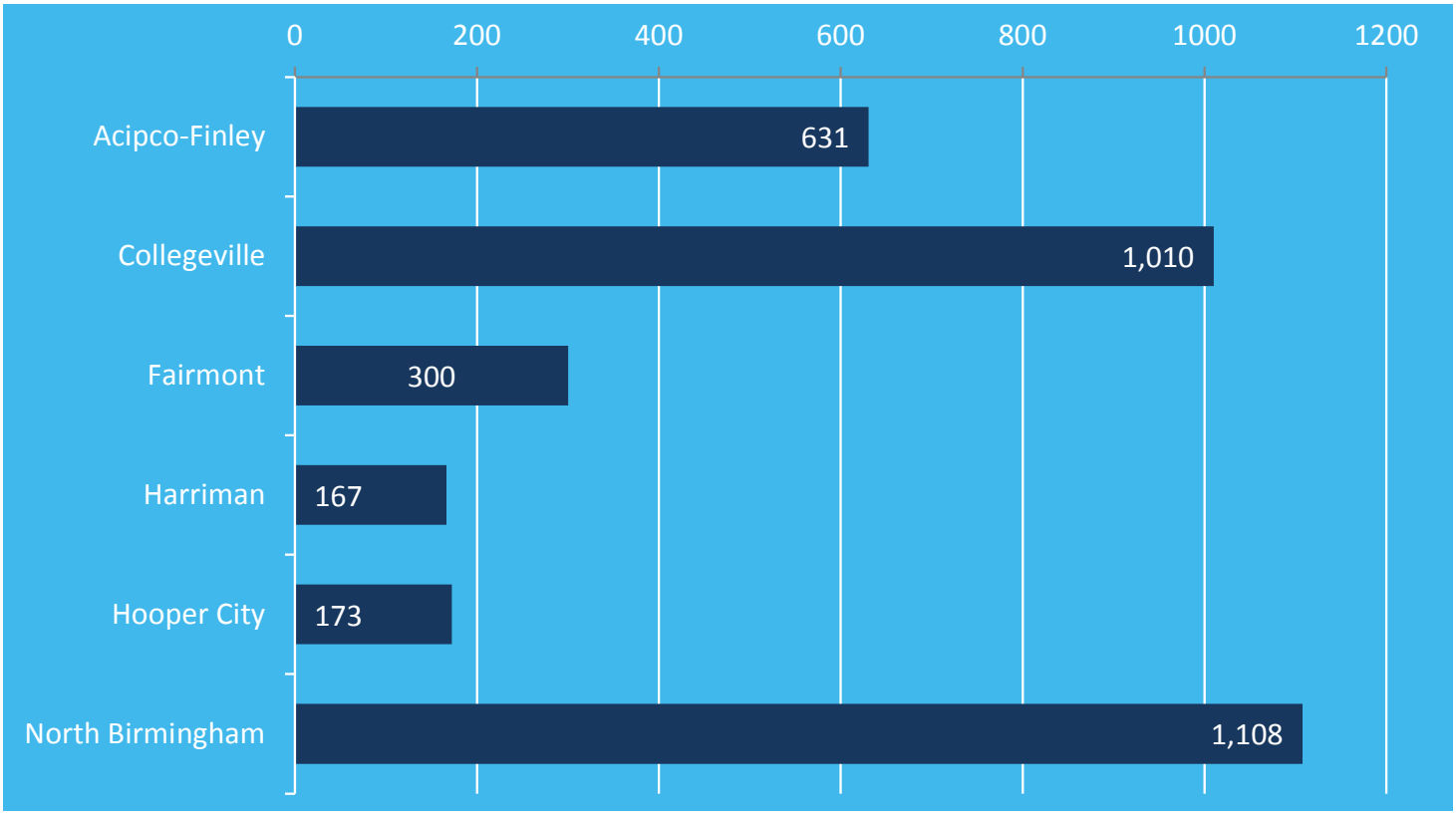
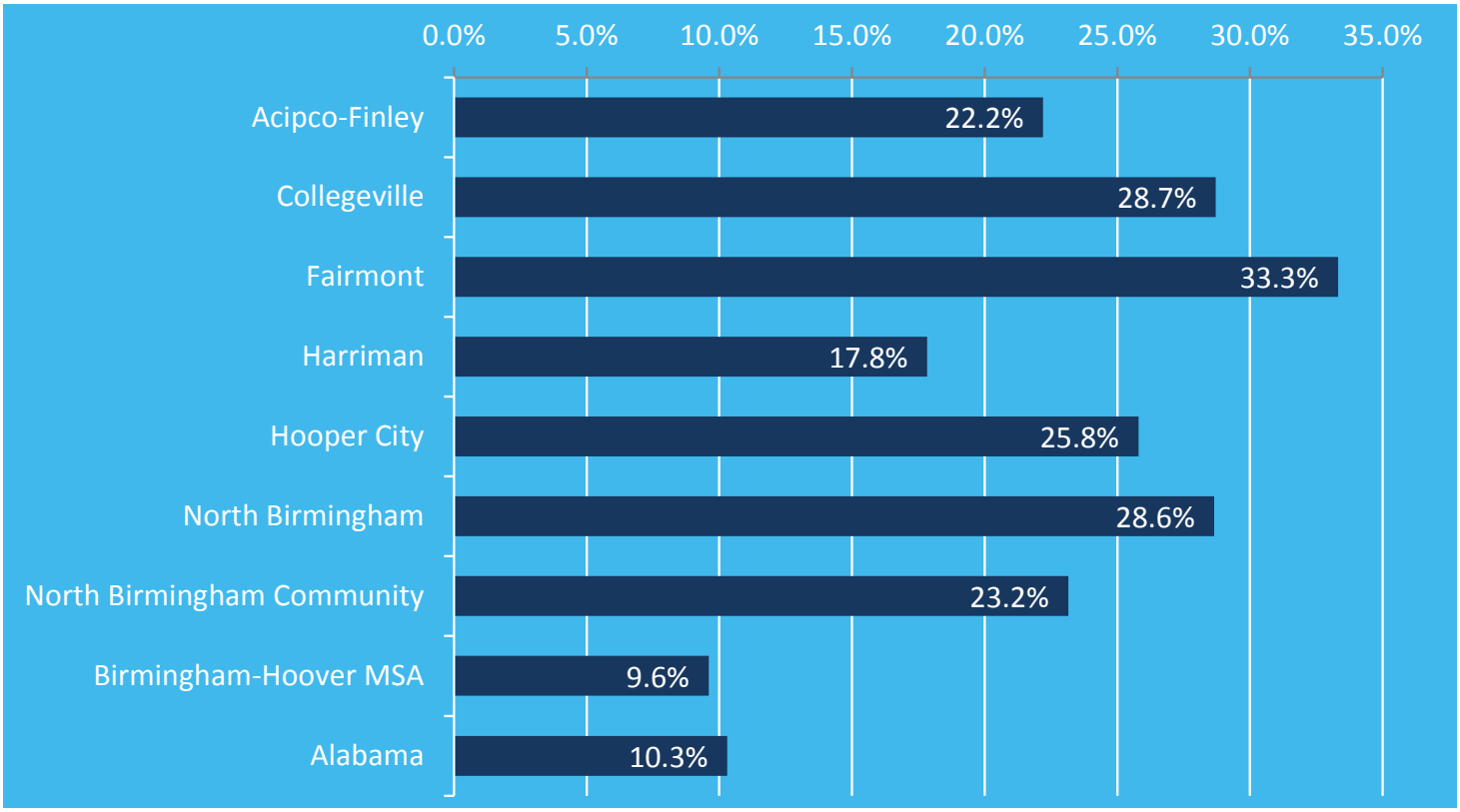
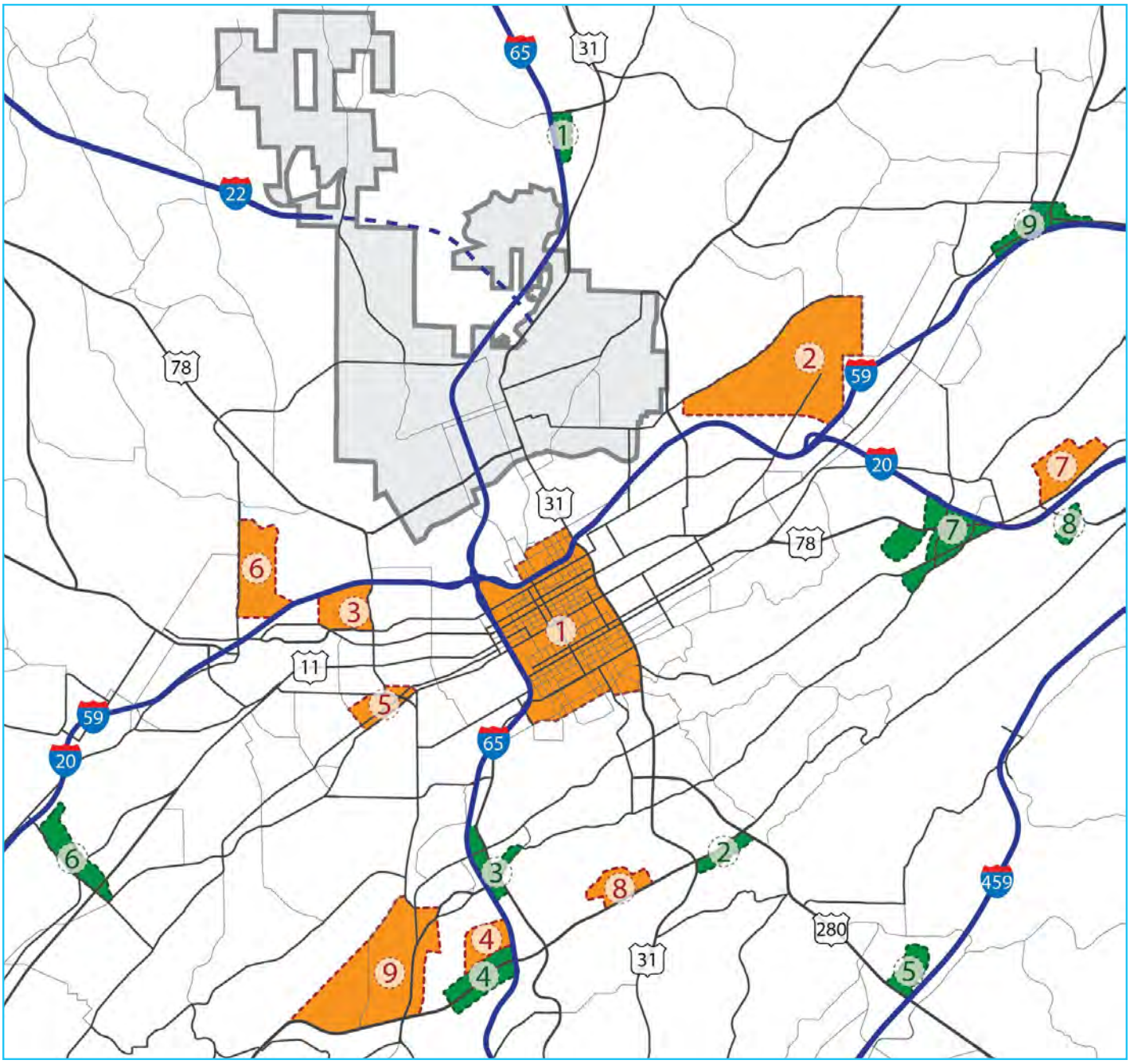


Table 4.4.4: Unemployment Rate by Geographic Area, 2010



Map 4.4.1: Regional Employment and Retail Centers



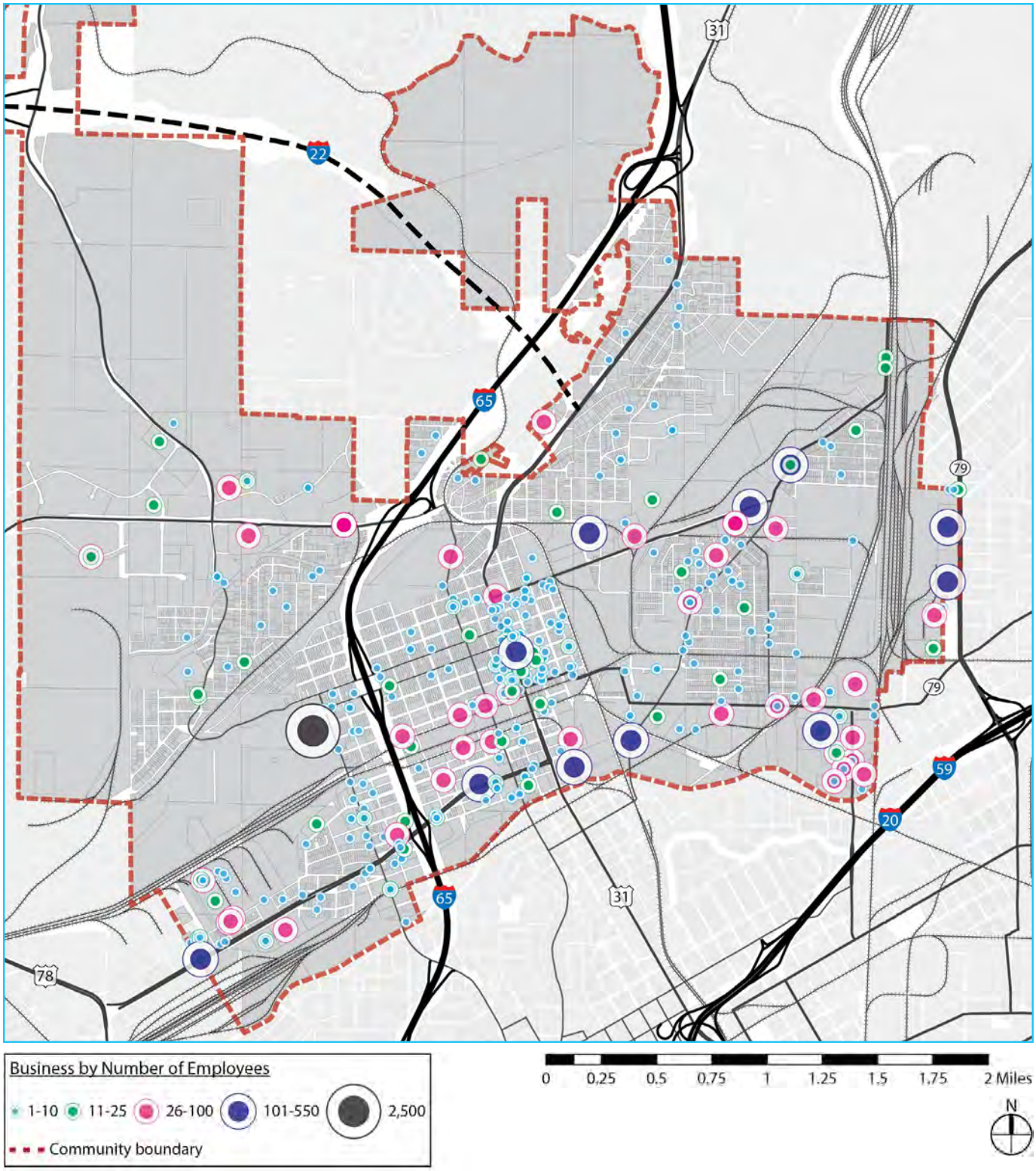
Employment & Retail Centers

Employment Centers
1: Central Business District & UAB
2: Birmingham International Airport
3: Birmingham-Southern College
4: Wells Fargo & State Farm Office Park
5: Princeton Baptist Hospital
6: Ensley Industrial Park
7: Irondale Industrial Park
8: Samford University
9: Oxmoor Industrial Park

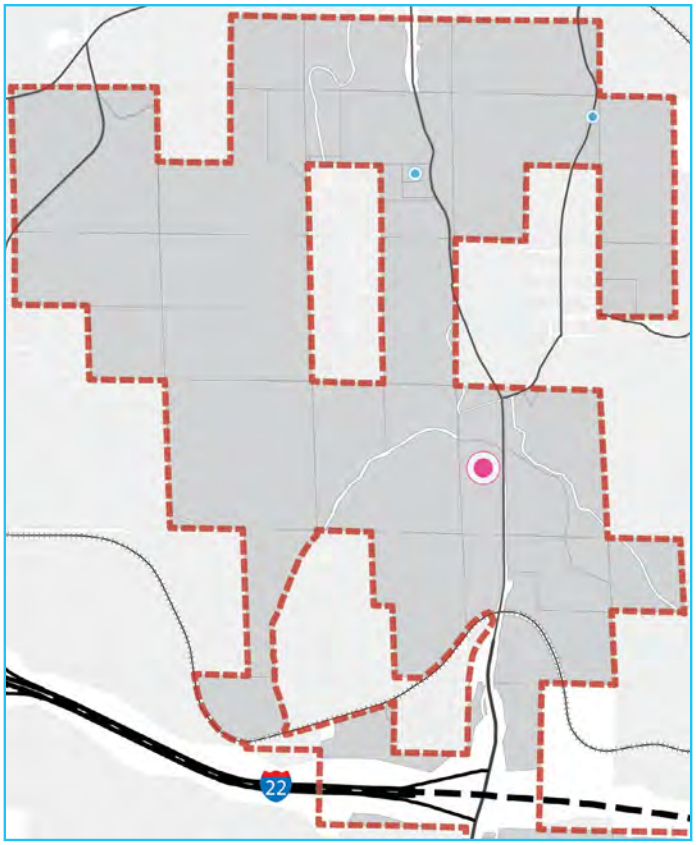
North Birmingham Community

Retail Centers
1: Lowery Parkway, Fultondale
2: Brookwood Village
3: Green Springs Highway
4: Lakeshore Parkway
5: The Summit
6: Aaron Aronov Drive
7: Crestwood Boulevard
8: Grants Mill Road
9: Parkway East & US-11

Map 4.4.1: Employment



Map 4.4.2: Employment (North Hooper City)



Business by Number of Employees

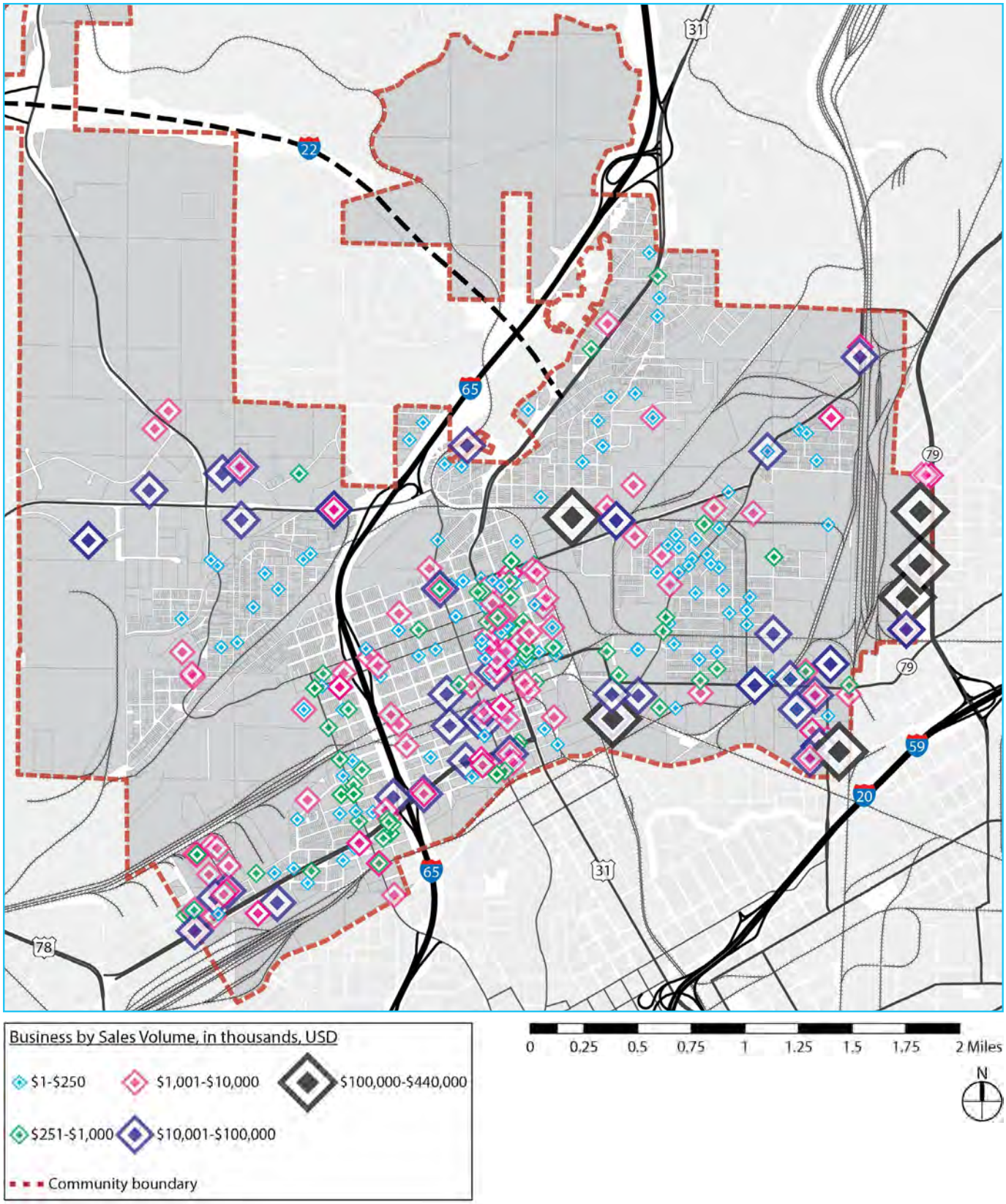
1-10 11-25 26-100 101-550 2,500

Community boundary

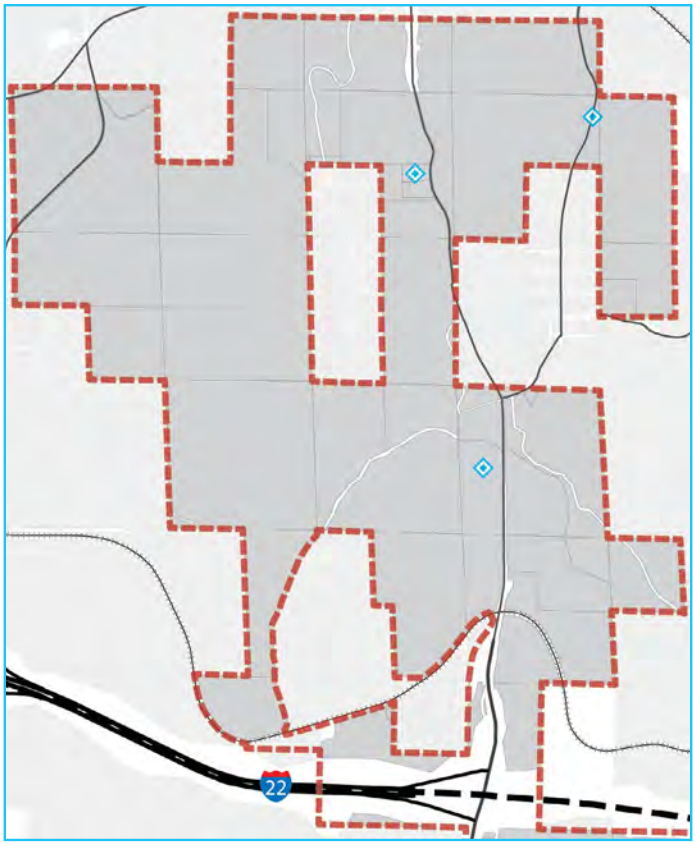
0 0.25 0.5 0.75 1 1.25 1.5 1.75 2 Miles

N

Map 4.4.3: Retail and Industrial Sales Volume



Map 4.4.4: Retail and Industrial Sales Volume (North Hooper City)



Business by Sales Volume, in thousands, USD

- $1-$250
- $1,001-$10,000
- $100,000-$440,000
- $251-$1,000
- $10,001-$100,000
- Community boundary

0 0.25 0.5 0.75 1 1.25 1.5 1.75 2 Miles

N

5

Community Assets

CHAPTER 5

5.1 Institutional Facilities and Neighborhood Amenities

The provision of facilities and services within the North Birmingham Community is important to its redevelopment and growth. Assessing the types of resources available in the community will help the City and stakeholders identify areas in which they need to build capacity. Figures 5.1.1-5.1.5 and Maps 5.1.1-5.1.3 on the following pages show the type and location of community assets.

Educational Facilities

The North Birmingham Community is served by 3 Birmingham City Schools: George Washington Carver High (located in the Northern part of the North Birmingham neighborhood), Bertram A. Hudson K-8 (located in the Collegeville neighborhood), and Giddings S. Lewis Elementary (located in the Southern part of the North Birmingham neighborhood). The community also has 3 closed schools that are currently not in use: the former Carver High (located in Collegeville), Riggins Elementary (located in the Fairmont neighborhood), and North Birmingham Elementary (located in the North Birmingham neighborhood). The combined enrollment for all 3 open schools for the 2013-2014 school year was 1994 students. Another educational resource in the community is the North Birmingham Regional Branch Library, located in the North Birmingham neighborhood. The library was established in 1926 and its present structure was built in 1994.

Parks and Recreational Facilities

Parks and recreational facilities are essential components to fostering a healthy community and improving the quality of life for residents. The community houses 5 parks named after the neighborhood in which they're located (with the exception of the latter two parks): Hooper City Park, Fairmont Park, North Birmingham Park, Maclin Park (located in the Collegeville neighborhood), and Clayton Park (a private park located in the Northwestern part of the Acipco-Finley neighborhood). The neighborhoods of Hooper City, Harriman Park, and North Birmingham also house a recreation center. In addition, a community center is located in the Collegeville neighborhood, although its use is limited for public housing residents. Nonetheless, the North Birmingham Community is underserved by parks, providing 5.4 acres of park area per 1,000 people and with no other parks within half a mile distance accessible to residents outside its community boundary. According to the National Recreation and Park Association (NRPA), the recommended minimum is 10 acres of park space per 1,000 residents.

Public Safety, Housing, and Healthcare

The City of Birmingham provides police and fire protection for the North Birmingham Community. One police station (the North Precinct) and one fire station (Station #13) are both located in the North Birmingham neighborhood. The community is severely underserved by hospital facilities, as there are none within the community and the closest hospital is about 2 miles away. Other health facilities currently serving the community are one health clinic (providing dialysis), two pharmacies, and one dentist's office, all located in the North Birmingham neighborhood. The Housing Authority of the Birmingham District provides two public housing developments within the community: the Collegeville Center, located in the Collegeville neighborhood; and the North Birmingham Homes, located in the Fairmont neighborhood.

Neighborhood Amenities

The majority of neighborhood amenities, shown on Map 5.1.2 on the following pages, serving the community are located in the North Birmingham Business District, within the North Birmingham neighborhood. A number of food outlets, restaurants, and the Alabama Farmer's Market along Finley Avenue and Finley Boulevard in the Acipco-Finley neighborhood. Although these neighborhood amenities are either centrally located in the community or adjacent to major highways, transit service is inadequate to provide sufficient and effective access to residents in farther parts of adjacent neighborhoods. Furthermore, with the exception of convenience stores scattered throughout the community, the neighborhoods of Collegeville, Fairmont, Harriman Park, and Hooper City are severely lacking in neighborhood amenities to support its residents.

Figure 5.1.1: Open Schools

George Washington Carver High School, located in the North Birmingham Neighborhood (above)

Bertram A. Hudson K-8 School, located in the Collegeville Neighborhood (above)

Giddings S. Lewis Elementary School, located in the North Birmingham Neighborhood (above)

Figure 5.1.2: Closed and Vacant Schools

Former Carver High School, located in the Collegeville Neighborhood (above)

North Birmingham Elementary School, located in the North Birmingham Neighborhood (above)

Riggins Elementary School, located in the Fairmont Neighborhood (above)

Figure 5.1.3: Parks and Recreation Centers

Maclin Park, located in the Collegeville Neighborhood (above)

North Birmingham Park and Recreation Center (above)

Fairmont Park (above)

Hooper City Park and Recreation Center (above)

ACIPCO private park, Acipco-Finley Neighborhood (above)

Harriman Park Recreation Center and playground (above)

Figure 5.1.4: Police Station, Fire Station, and Library

North Precinct Police Station, located in the North Birmingham Neighborhood (above)

Fire Station #13, located in the North Birmingham Neighborhood (above)

North Birmingham Regional Branch Library, located in the North Birmingham Neighborhood (above)

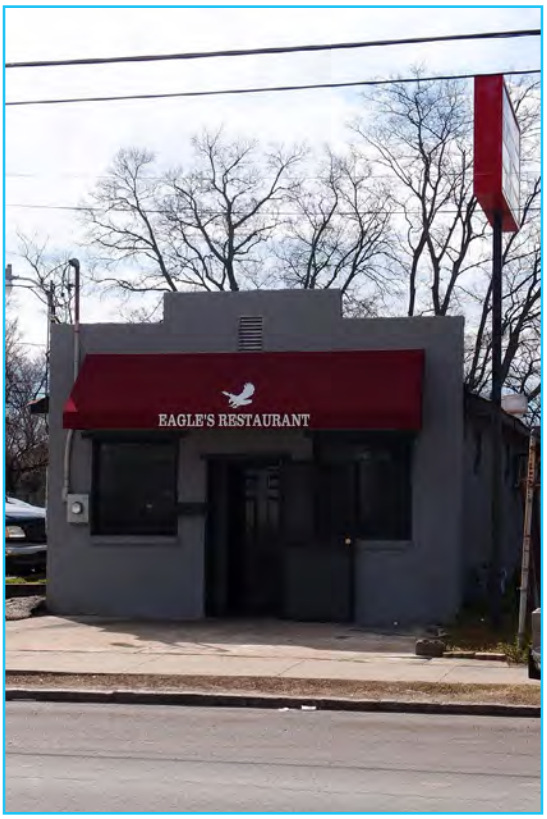
Figure 5.1.5: Grocery Store and Farmer's Market

The only major grocery store in the community, located in the North Birmingham Neighborhood (above)

Alabama Farmer's Market, a major food distributor and market, located in the Acipco-Finley Neighborhood (above)

Figure 5.1.6: Landmark Restaurants

Niki's West Steak and Seafood Restaurant, located in the Acipco-Finley Neighborhood (above)



Eagle's Restaurant, located in the Acipco-Finley Neighborhood (above)

Figure 5.1.7: Bethel Baptist

Historic Bethel Baptist Church, located in the Collegeville Neighborhood (above)

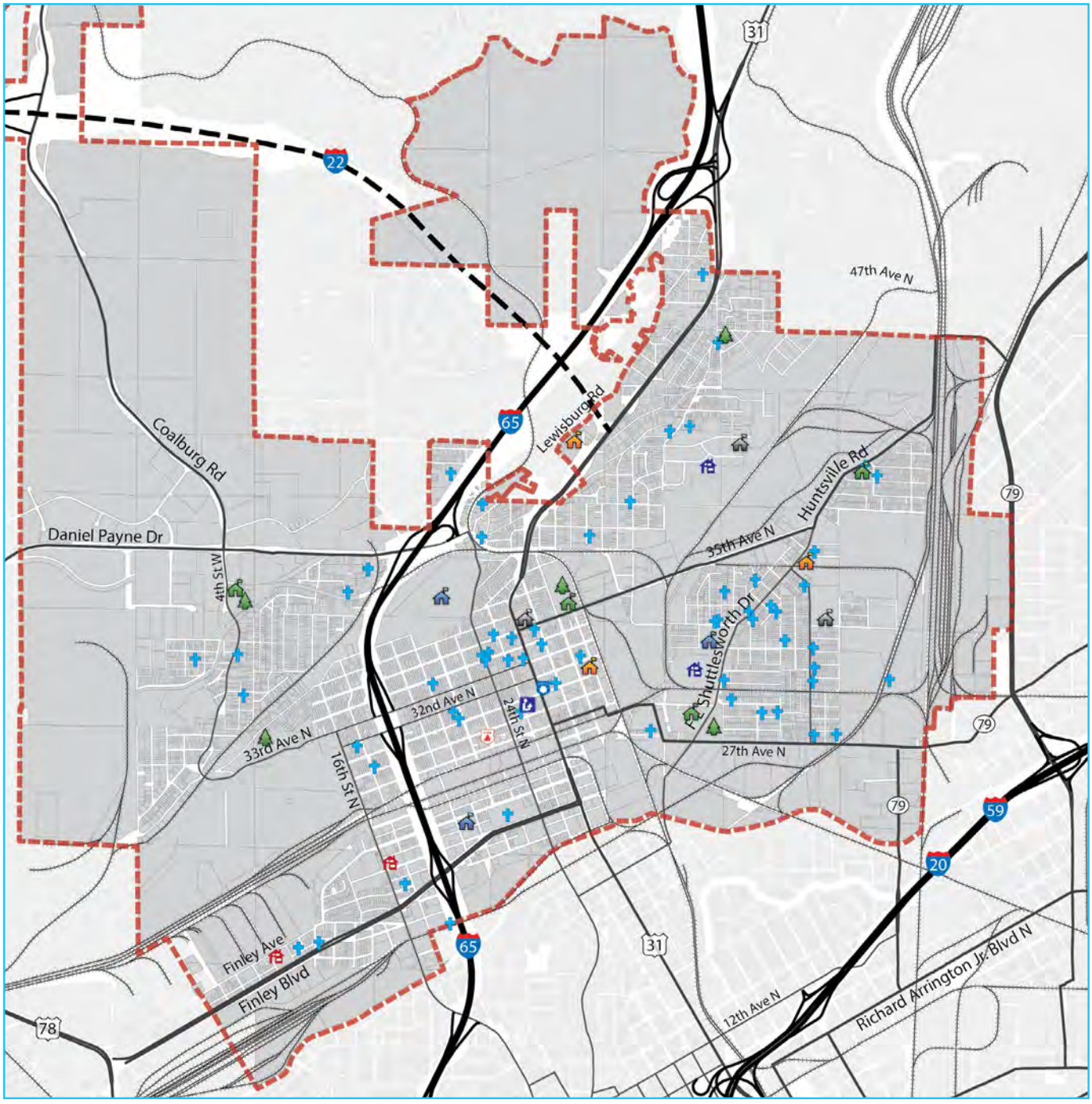
New Bethel Baptist Church, located in the Collegeville Neighborhood (above)

Figure 5.1.8: Public Housing

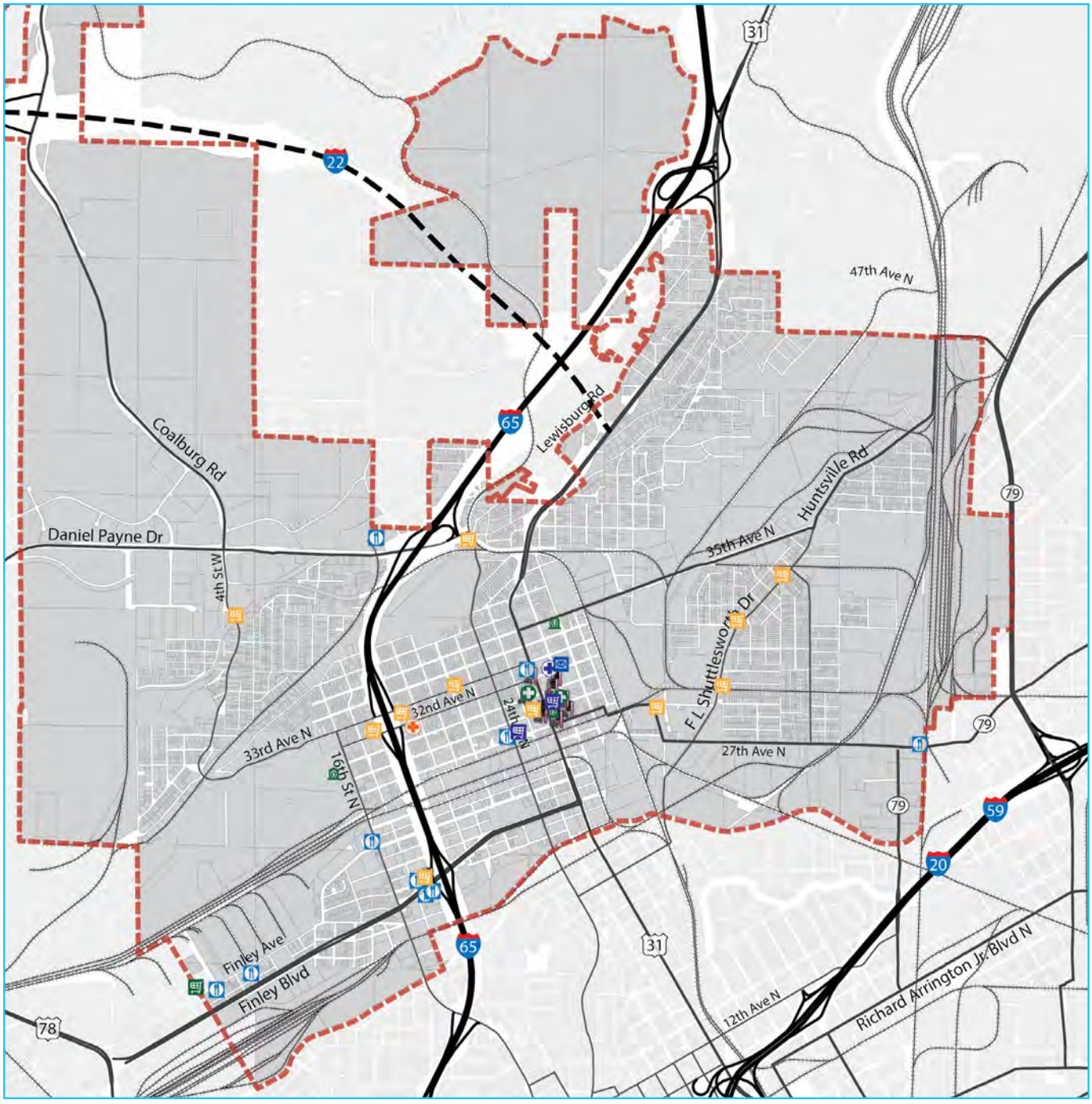
Collegeville Center, located in the Collegeville Neighborhood (above)

North Birmingham Homes, located in the Fairmont Neighborhood (above)

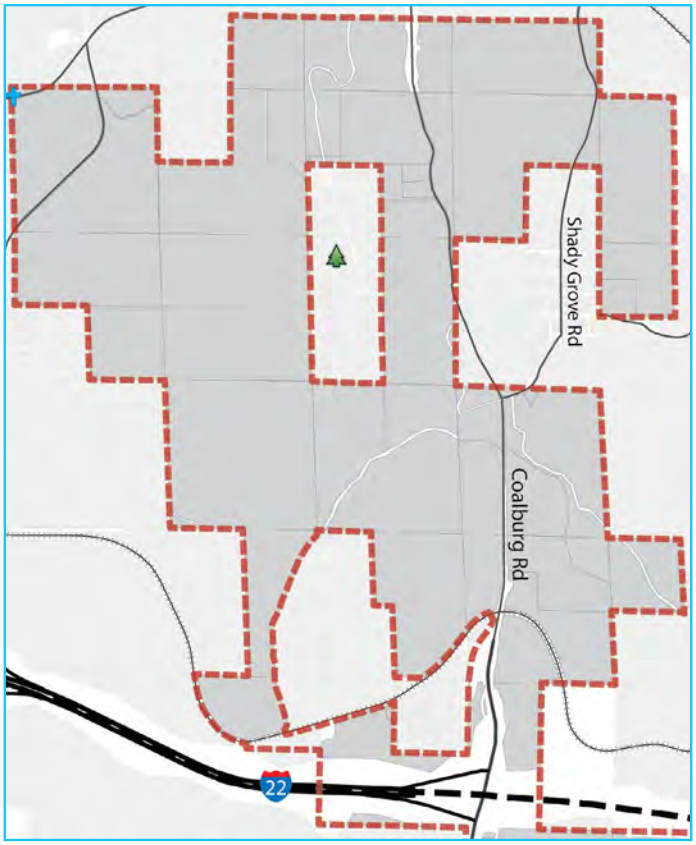
Map 5.1.1: Institutional Facilities



Map 5.1.2: Neighborhood Amenities



Map 5.1.3: Institutional Facilities and Neighborhood Amenities (North Hooper City)



Community Assets: Institutional

- Church
- Cemetery
- School
- School (closed)
- Recreation/Community Center
- Park/Ballfields
- Community boundary
- Head start/daycare
- Fire Station
- Police Station
- Library
- Public Housing
- Transitional/Rehabilitation Housing

0 0.25 0.5 0.75 1 1.25 1.5 1.75 2 Miles

N

5.2 Governance Structure and Investments

As one of the 23 communities in the City of Birmingham and through the Birmingham Citizens Participation Program, the North Birmingham Community is represented by 6 Neighborhood Associations, a Citizens Advisory Board, 2 City Councilors (districts 4 and 9), and the Mayor of Birmingham.

The Mayor-Council Act of 1955 (as amended) outlines the procedures to be followed in developing and adopting the annual operating and capital budgets for the City of Birmingham. Table 5.2.1, on the following page, shows the Capital and Improvement Programs allocated within the North Birmingham Community. The relevant sections of the Mayor-Council Act are enumerated below. It should be noted that legally adopted annual budgets are not required for Special Revenue and Capital Projects Funds. Budgets for these funds are approved by the City Council on an individual project basis. Formal budgetary integration is employed for the General Fund as a management control device. Such integration is not deemed necessary for Debt Service Funds because effective budgetary control is alternatively achieved through the general obligation indenture provisions.

Summary of the Budget Process

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

Table 5.2.1: Capital Budget and Improvement Program, North Birmingham Community, 2015-2019

DEPT.	DESCRIPTION	FUND	PROJECT #	YEAR	CURRENT APPROPRIATION	UNEXPENDED BALANCE
Economic Development						
Planning, Engineering & Permits	Fairmont (North Birmingham) Park Improvements	129	003644	2008	$13,713	$2,847
Planning, Engineering & Permits	Harriman Park Recreation Center	125	002887	2003	$130,000	$75,685
Park and Recreation						
Parks and Recreation	Fairmont (North Birmingham) Park Improvements	135	003842	2013	$367,103	$336,656
Parks and Recreation	Harriman Park Recreation Center	131	003664	2010	$200,000	$200,000
Parks and Recreation	Maclin Park Improvements	135	003838	2013	$1,619,250	$1,619,250
Planning, Engineering & Permits	Titusville & Five Points West Framework Plans	128	003836	2013	$4,024	$4,024
Public Facilities						
Planning, Engineering & Permits	North Birmingham Park Restroom	129	003712	2010	$70,000	$8,363
Schools						
Planning, Engineering & Permits	Hudson K-8 School Access Improvements	129	003687	2009	$500,000	$27,986
Street Improvements						
Planning, Engineering & Permits	Finley Avenue Extension (ALDOT Grant Match)	131	002236	2010	$720,903	$678,897
Planning, Engineering & Permits	Shuttlesworth Bridge GRANT MATCH	135	003811	2013	$1,300,000	$1,300,000
Planning, Engineering & Permits	Shuttlesworth Vehicular/ Pedestrian Bridge	117	003785	2012	$504,284	$361,254
Planning, Engineering & Permits	Shuttlesworth Vehicular/ Pedestrian Bridge (ALDOT Grant Match)	102	003785	2012	$1,465,862	$1,465,862
Other Improvements and Projects						
Planning, Engineering & Permits	North Birmingham Library HVAC and Roof repair	102	003759	2012	$109,000	$10,131

6

Market Analysis

CHAPTER 6

6.1 Market Assessment

The purpose of the 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 North Birmingham Community. 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.

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

Overall, the North Birmingham Community market area possesses an estimated $43.4 million in retail demand (spending potential) and has an estimated $75.6 million in retail supply (retail sales). This results in a negative gap of $32.2 million, indicating that existing supply more than meets existing demand. This measurement, however, includes external market spending at business establishments where persons living outside or commuting through the North Birmingham Community spend retail dollars. These locations include gasoline stations, motor vehicle parts and dealers, convenience stores, and fast food establishments. However, opportunity gaps can be identified within specific industry subsectors and groups.

The highest opportunities indicated for primary industry subsectors, shown on Table 6.1.2 on the following pages, include General Merchandise Stores ($6.2 million), Nonstore Retailers ($1.6 million), and Clothing and Clothing Accessory Stores ($1.2 million). The community has several specific and niche retail opportunities where significant consumer spending leakage is identified. These industry groups, shown on Table 6.1.1 on the following page, include Furniture Stores, Lawn and Garden Equipment/ Supply Stores, Electronics and Appliance Stores, Sporting Goods/ Hobby/ Musical Instrument Stores, Florists, Used Merchandise Stores, and Electronic Shopping & Mail-Order Houses.

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

The highest opportunities are identified for products and services where spending patterns are at or above the national average. This analysis includes purchases and frequency of purchases within the industry categories of Electronics and Internet, Financial Investments, Health and Beauty, Pets and Products, Restaurants, and General Retail. According to the analysis, the following purchase characteristics represent unique consumer usage and demand specific to the North Birmingham Community: Electronics (DVDs, music, televisions, cameras, and video gaming systems); Health and Beauty (Dietary controls and foods, vitamin supplements, pharmaceuticals, and personal care products); Restaurants (Breakfast/lunch at Family restaurants and Fast Food establishments); and Retail (Watches, jewelry, magazines, and fresh seafood).

Table 6.1.1: Retail Supply and Demand by Primary Industry Group, 2012

NAICS	DEMAND	SUPPLY	SURPLUS (LEAKAGE)
Automobile Dealers	$6,361,114	$6,455,465	$94,351
Other Motor Vehicle Dealers	$392,999	$209,762	($183,237)
Auto Parts, Accessories & Tire Stores	$639,903	$11,864,852	$11,224,949
Furniture Stores	$513,751	$0	($513,751)
Home Furnishings Stores	$339,293	$156,597	($182,696)
Building Material & Supplies Dealers	$893,464	$1,032,015	$138,551
Lawn & Garden Equipment & Supply Stores	$188,411	$0	($188,411)
Grocery Stores	$4,855,619	$10,800,791	$5,945,172
Specialty Food Stores	$79,558	$276,767	$197,209
Beer, Wine & Liquor Stores	$198,309	$0	($198,309)
Clothing Stores	$1,708,362	$394,228	($1,314,134)
Shoe Stores	$284,890	$686,647	$401,757
Jewelry, Luggage & Leather Goods Stores	$302,338	$5,207	($297,131)
Sporting Goods/ Hobby/ Musical Instrument Stores	$598,829	$0	($598,829)
Book, Periodical & Music Stores	$261,279	$47,401	($213,878)
Department Stores Excluding Leased Departments	$2,250,110	$1,429,237	($820,873)
Other General Merchandise Stores	$7,008,914	$1,554,668	($5,454,246)
Florists	$51,765	$501	($51,264)
Office Supplies, Stationery & Gift Stores	$335,732	$106,341	($229,391)
Used Merchandise Stores	$140,901	$0	($140,901)
Other Miscellaneous Store Retailers	$400,807	$496,807	$96,000
Electronic Shopping & Mail Order Houses	$1,571,672	$0	($1,571,672)
Vending Machine Operators	$63,617	$213,224	$149,607
Direct Selling Establishments	$250,119	$67,671	($182,448)
Full-Service Restaurants	$1,658,398	$3,656,275	$1,997,877
Limited Service Restaurants	$2,011,348	$3,662,837	$1,651,489
Special Food Services	$158,772	$6,353	($152,419)
Drinking Places - Alcoholic Beverages	$275,570	$282,578	$7,008

Table 6.1.2: Retail Supply and Demand by Primary Industry Subgroup, 2012

NAICS	DEMAND	SUPPLY	SURPLUS (LEAKAGE)
Motor Vehicle & Parts Dealers	$7,394,017	$18,530,079	$11,136,062
Furniture & Home Furnishings	$853,044	$156,597	($696,447)
Electronics & Appliance Stores	$1,098,789	$5,630	($1,093,159)
Building Materials/ Garden Equipment/ Supply Stores	$1,081,874	$1,032,015	($49,859)
Food & Beverage Stores	$5,133,486	$11,077,558	$5,944,072
Health & Personal Care Stores	$3,375,067	$3,443,951	$68,884
Gasoline Stations	$5,137,399	$28,771,448	$23,634,049
Clothing, Clothing Accessory Stores	$2,295,590	$1,086,082	($1,209,508)
Sporting Goods/ Hobby/ Book/ Music Stores	$860,108	$47,401	($812,707)
General Merchandise Stores	$9,259,024	$2,983,905	($6,275,119)
Miscellaneous Stores	$929,206	$603,649	($325,557)
Nonstore Retailers	$1,885,407	$280,895	($1,604,512)
Food Service & Drinking Places	$4,104,088	$7,608,044	$3,503,956

6.2 Segmentation Profile

The Market Segmentation Profile for the North Birmingham Community provides greater insight of the consumer market make-up and spending habits of the residents. The profile classifies social groups based on socioeconomic and demographic composition. The characteristics associated with each segmentation classification are used by market analysts to assess the various needs and requirements within the market area to more effectively market goods and services. It also provides a more generalized understanding of the residential lifestyles within the market area. The North Birmingham Community is primarily classified within the two dominant tapestry groups of Traditional Living (Middle-aged and middle income - Middle America) and Metropolis (City dwellers in older homes reflecting the diversity of urban culture). Within the groups, the community is further broken down into 4 segments, described and shown on Table 6.2.1 below.

Modest Income Homes (75.7%)

This segment makes up the majority of households within the North Birmingham Community. 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.

Family Foundations (11.8%)

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.

City Commons (11.2%)

This segment is primarily characterized by single-parent families or singles who live alone. Many are younger households and most have children. Residents are primarily employed in service occupations, though unemployment is high and many receive public assistance. Because of limited employment options, many residents work part-time. Many of these householders are renters and are prone to relocating. With the presence of children, many residents frequent nearby parks and playgrounds.

Southern Satellites (1.3%)

Found primarily in the South, these households consist largely of married couples with and without children. Public assistance is higher than the national average and most residents are employed in the manufacturing and service industries. Home ownership is high for this segment. Many of these residents enjoy outdoor activities.

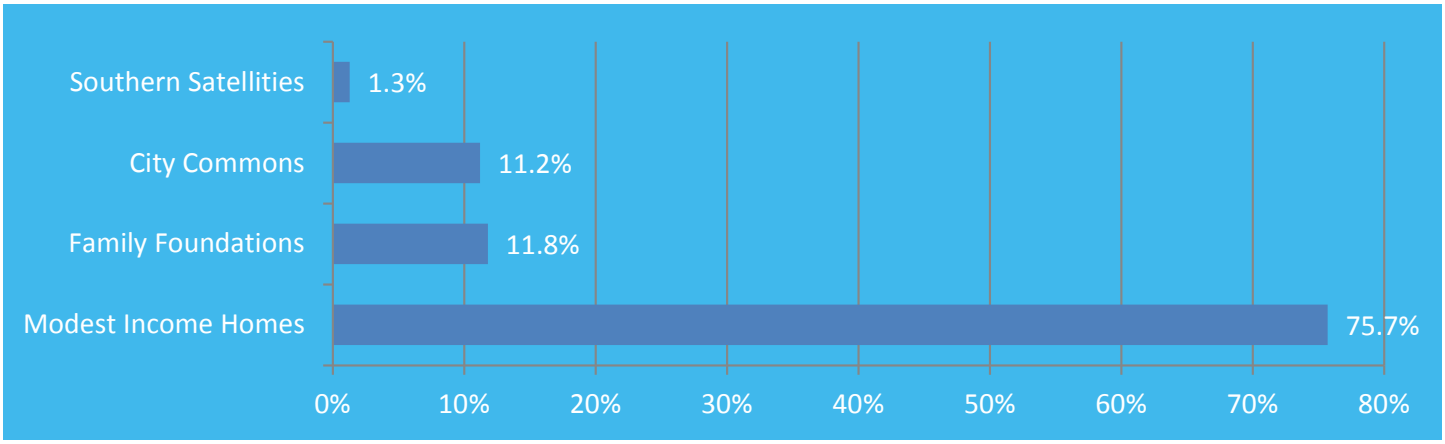



Table 6.2.1: Market Segmentation