
Parkway East Community

Redevelopment
Market Report

DRAFT 04-27-2012



Parkway East Community Retail Development

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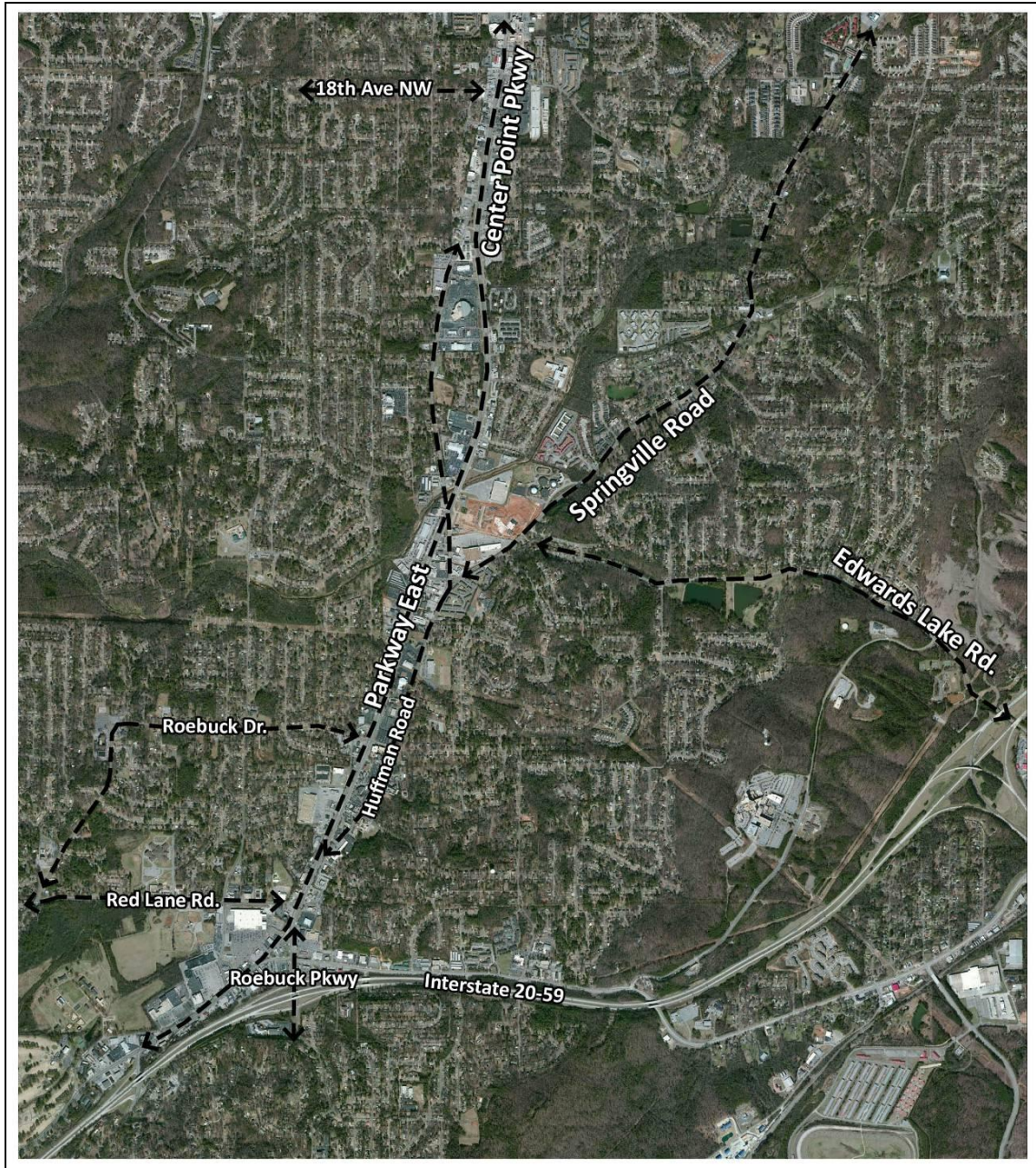
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1. Parkway East Overview

The heart of the Parkway East Community exists roughly along Parkway East between Interstate 20-59 and 18th Avenue Northwest. This is the area best suited for retail, convenience, and grocery anchored development within the overall Parkway East Community.

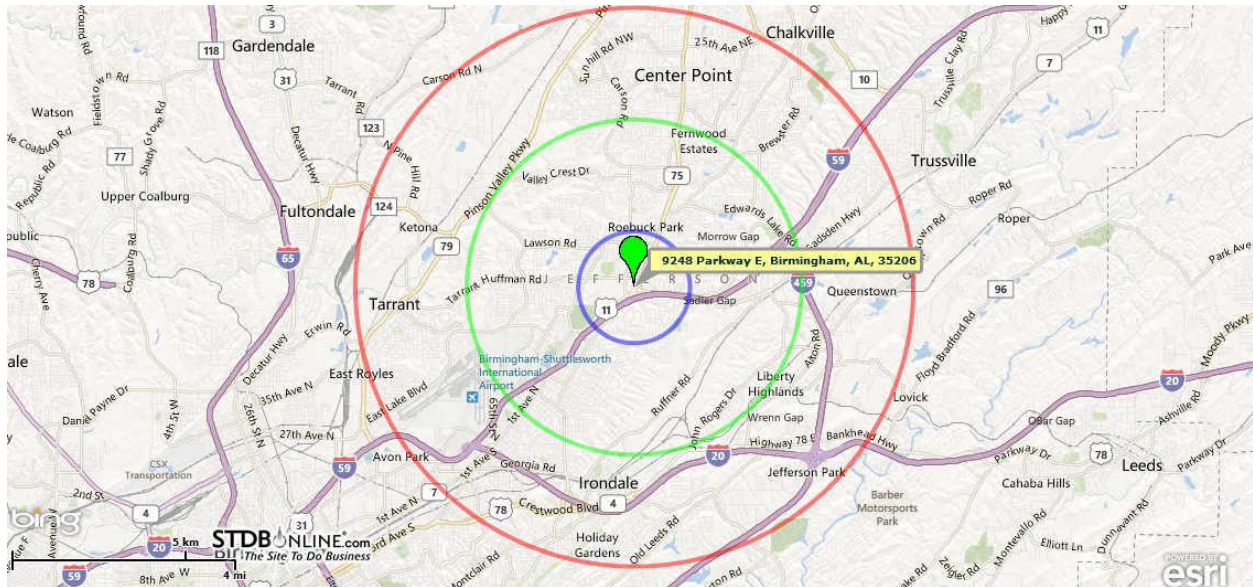
The map below illustrates the extent of the Parkway East Community.



2. Potential Transit-Oriented Development (TOD) Area

Residents of the Parkway East Community have expressed interest in having more retail and better transit in their neighborhood. As a result of this community need, the possibility of implementing transit-oriented development within the Parkway East Community is being considered.

A study of the potential TOD area will use economic and demographic information that relates to a three-mile radius surrounding Parkway East. Below is a map of a three-mile radius centered on Parkway East (shown in green on the map below). This makes up the Parkway East trade area.



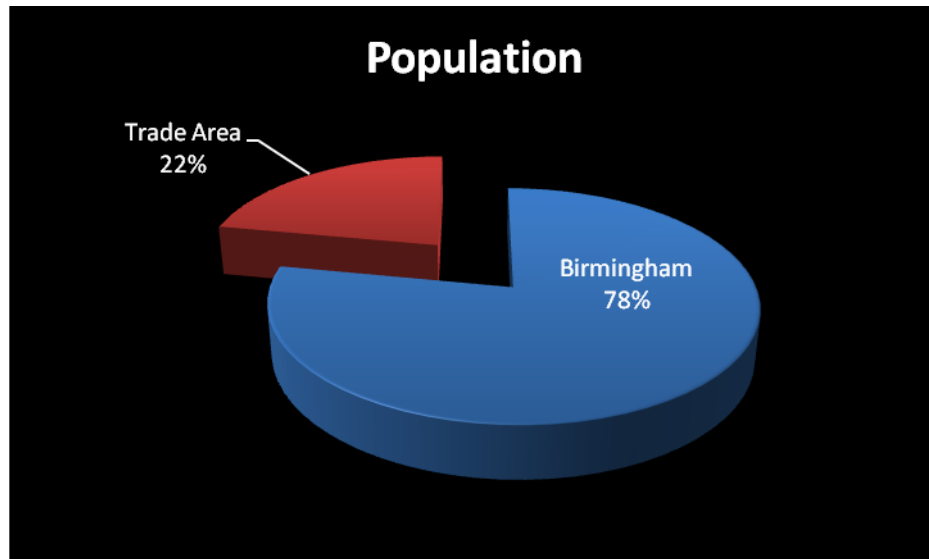
The pages that follow examine the economic and demographic characteristics of the three-mile trade area. Sources for this information are as follows:

- STDB, Esri 2010, a national consumer research organization, is the source of the Trade Area demographic information.
- U.S. Census Bureau, American Community Survey 2010 is the source of data for the United States and the City of Birmingham.

Below is a summary of key economic and demographic information as it relates to the area within a three-mile radius of Parkway East. Following the summary is a more in-depth study of demographic and economic statistics for the potential trade area. These statistics compare the trade area to the City of Birmingham and the United States in order to provide context for the statistics.

- I. Dwelling Units / Housing Units (2010)
 - 21,329 housing units
 - 1.18 housing units/acre
- II. Households (2010)
 - 18,421 households
 - 1.02 households/acre
- III. Total Population (2010)
 - 46,045 persons in three-mile area
 - 2.54 persons/acre
- IV. Current Jobs (2010)
 - 16,708 Jobs/Employees
 - 0.92 jobs/acre
 - 1,232 businesses
- V. Estimated Income Levels (2010)
 - Median household income: \$41,242
 - Average household income: \$49,070
 - Per capita income: \$19,647
- VI. Estimated Purchasing Power (2010)
 - Average consumer spending: \$47,057
 - Average consumer spending on retail goods: \$16,929.49
 - Average disposable income: \$40,356

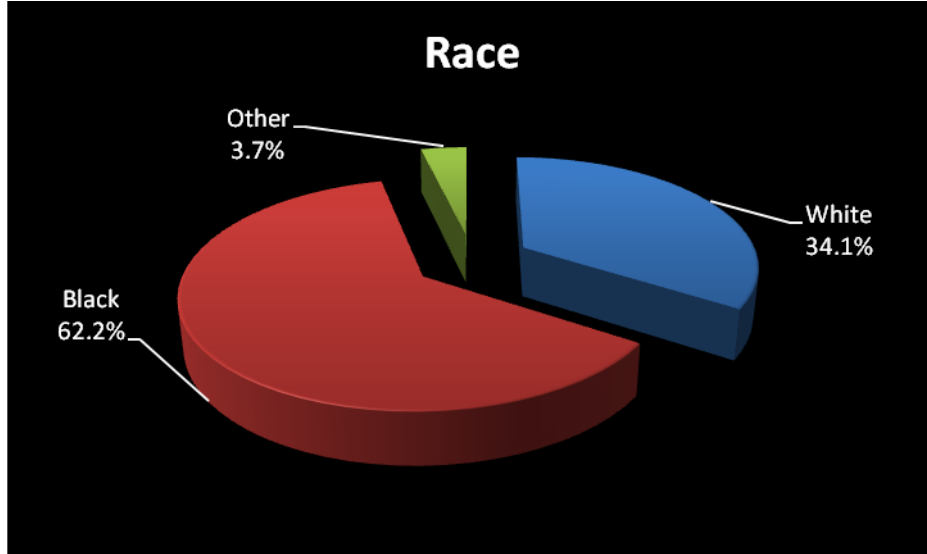
Population 2010



Source: STDB, Esri and Infogroup.U.S. Census Bureau 2010.

- Esri and Infogroup estimate that there were approximately 46,045 people residing in the Trade Area in 2010. The Trade Area population comprised 22% percent of Birmingham's Total Population (212,237).
- Esri and Infogroup project that the population of the Trade Area will decline by an annual rate of -0.3 percent from 2010 to 2015. Currently, the population is 46.8 percent male and 53.2 percent female.
- Using Esri and Infogroup estimates of household composition, in 2010 there were approximately 18,421 households in the Trade Area. Assuming the same household composition, by 2015 Esri and Infogroup project there will be 18,208 households in the trade area.

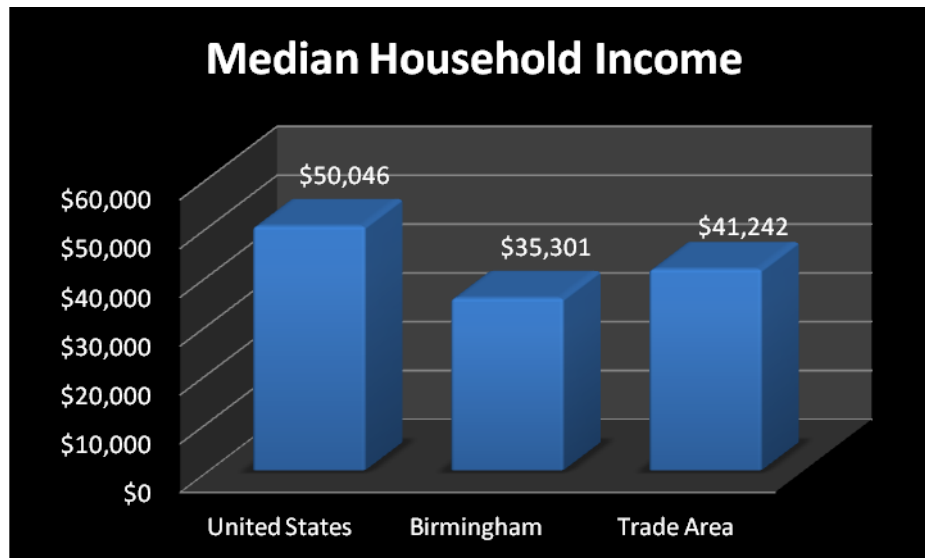
Race in the Trade Area 2010



Source: Esri and Infogroup

- According to Esri and Infogroup, in 2010 the Trade Area's population was 62.2 percent Black/African American.
- The Trade Area's population was 34.1 percent White.
- The Trade Area's population was 0.3 percent American Indian, 0.7 percent Asian, and 0.1 percent Pacific Islander.
- 1.4 percent of the Trade Area's population reported Some Other Race, and 1.2 percent of the Trade Area's population reported Two or More Races.

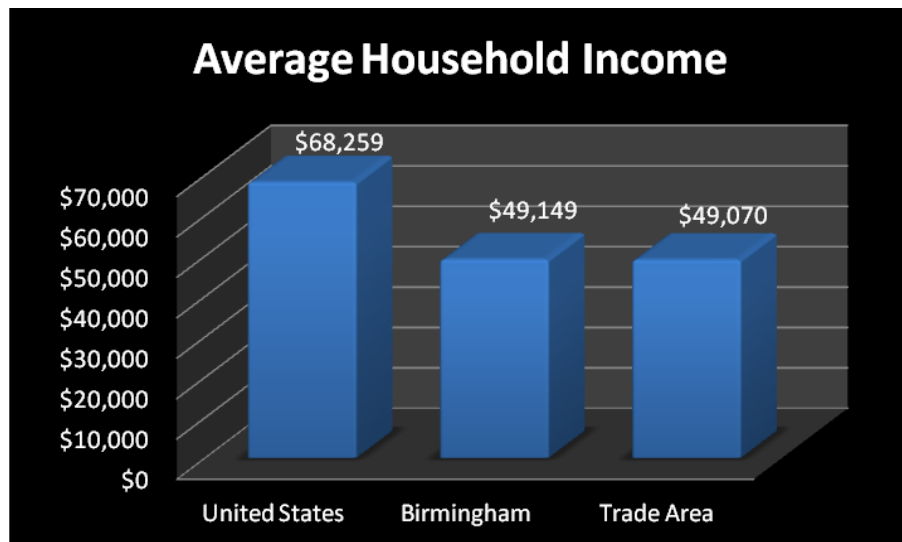
Median Household Income 2010



Source: Esri and Infogroup, U.S. Census Bureau American Community Survey 2010

- Esri and Infogroup estimate that the median household income in the Trade Area was \$41,242 in 2010, which was above the City of Birmingham median of \$35,301. Median income in both the Trade Area and the City of Birmingham was below the national average.

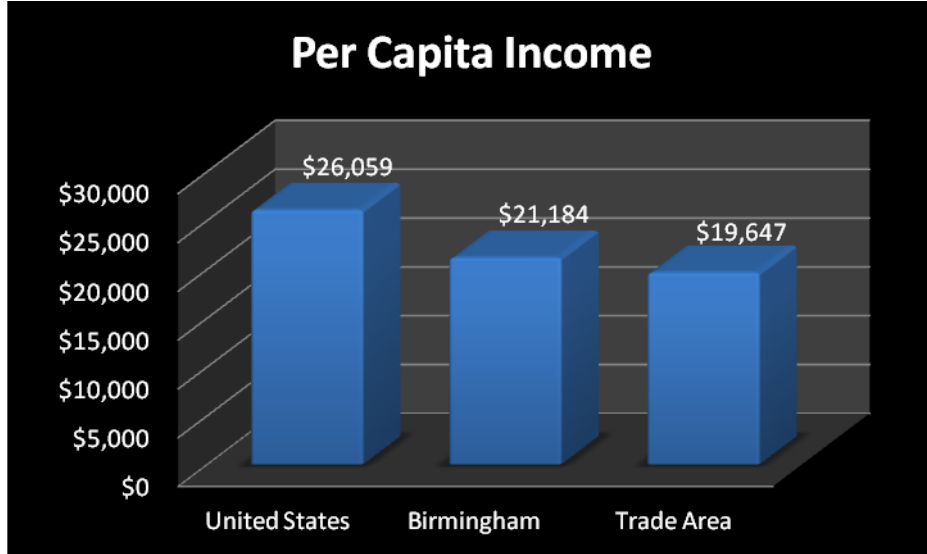
Average Household Income 2010



Source: Esri and Infogroup, U.S. Census Bureau American Community Survey 2010

- Households within the Trade Area have an average household income of \$49,070. Birmingham's average household income is \$49,149. Average household income in the United States was \$68,259 in 2010.

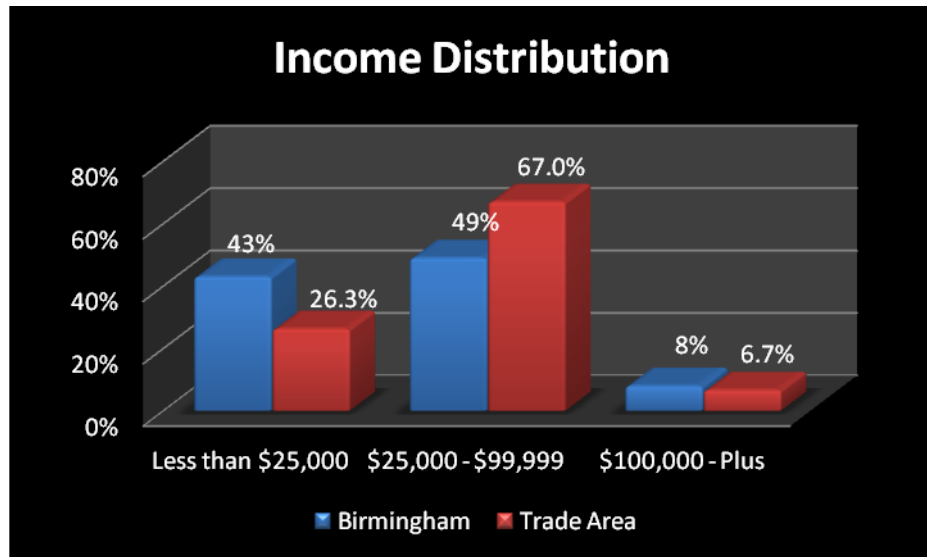
Per Capita Income 2010



Source: Esri and Infogroup, U.S. Census Bureau American Community Survey

- The Trade Area's 2010 per capita income of \$19,647 was slightly below the Birmingham per capita income of \$21,184. The average household in the Trade Area contained 2.47 people, and the average household size in Birmingham was estimated to be 2.21 people.

Income Distribution 2010



Source: Esri and Infogroup, U.S. Census Bureau American Community Survey 2010

- Most of the households (67%) in the Trade Area have between \$25,000 and \$99,999. The Trade Area has a lower share of its households (26.3%) in the lower income brackets (earning \$25,000 or less per year).

2010 Retail Market Place Profile

Below is an overview of the existing business and retail environment called the Retail Market Place Profile. In the chart, supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars.

The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area.

The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity.

Retail Market Place Profile - 2010					
Parkway East Community					
Summary Demographics					
2010 Population		46,045			
2010 Households		18,421			
2010 Median Disposable Income		\$33,131			
2010 Per Capita Income		\$19,647			
Industry Summary	Demand	Supply	Retail Gap	Surplus / Leakage	Number of
	(Retail Potential)	(Retail Sales)	(Demand - Supply)	Factor	Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$341,013,329	\$454,040,877	-\$113,027,548	-14.2	273
Total Retail Trade (NAICS 44-45)	\$290,198,242	\$410,259,586	-\$120,061,344	-17.1	211
Total Food & Drink (NAICS 722)	\$50,815,087	\$43,781,291	\$7,033,796	7.4	62
Industry Group	Demand	Supply	Retail Gap	Surplus / Leakage	Number of
	(Retail Potential)	(Retail Sales)	Retail Gap	Factor	Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$67,663,080	\$237,695,503	-\$170,032,423	-55.7	55
Automobile Dealers (NAICS 4411)	\$58,294,417	\$230,563,604	-\$172,269,187	-59.6	36
Other Motor Vehicle Dealers (NAICS 4412)	\$4,716,236	\$670,262	\$4,045,974	75.1	2
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$4,652,427	\$6,461,637	-\$1,809,210	-16.3	17
Furniture & Home Furnishings Stores (NAICS 442)	\$8,773,606	\$4,735,469	\$4,038,137	29.9	9
Furniture Stores (NAICS 4421)	\$6,261,620	\$3,939,240	\$2,322,380	22.8	7
Home Furnishings Stores (NAICS 4422)	\$2,511,986	\$796,229	\$1,715,757	51.9	2
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$7,428,682	\$3,516,975	\$3,911,707	35.7	7

Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$10,875,161	\$5,487,514	\$5,387,647	32.9	11
Building Material and Supplies Dealers (NAICS 4441)	\$10,320,163	\$5,232,880	\$5,087,283	32.7	10
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$554,998	\$254,634	\$300,364	37.1	1
Food & Beverage Stores (NAICS 445)	\$37,279,903	\$20,186,251	\$17,093,652	29.7	18
Grocery Stores (NAICS 4451)	\$34,935,532	\$17,634,050	\$17,301,482	32.9	12
Specialty Food Stores (NAICS 4452)	\$681,996	\$692,641	-\$10,645	-0.8	3
Beer, Wine, and Liquor Stores (NAICS 4453)	\$1,662,375	\$1,859,560	-\$197,185	-5.6	3
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$9,859,226	\$14,496,878	-\$4,637,652	-19.0	19
Gasoline Stations (NAICS 447/NAICS 4471)	\$52,714,342	\$54,641,103	-\$1,926,761	-1.8	23
Clothing and Clothing Accessories Stores (NAICS 448)	\$13,209,970	\$7,074,137	\$6,135,833	30.2	18
Clothing Stores (NAICS 4481)	\$10,411,651	\$5,481,783	\$4,929,868	31.0	15
Shoe Stores (NAICS 4482)	\$1,399,871	\$1,210,997	\$188,874	7.2	2
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$1,398,448	\$381,357	\$1,017,091	57.1	1
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$3,903,827	\$2,368,931	\$1,534,896	24.5	10
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$2,026,107	\$806,483	\$1,219,624	43.1	5
Book, Periodical, and Music Stores (NAICS 4512)	\$1,877,720	\$1,562,448	\$315,272	9.2	5
General Merchandise Stores (NAICS 452)	\$59,648,625	\$51,838,749	\$7,809,876	7.0	12
Department Stores Excluding Leased Depts. (NAICS 4521)	\$20,410,197	\$34,901,902	-\$14,491,705	-26.2	6
Other General Merchandise Stores (NAICS 4529)	\$39,238,428	\$16,936,847	\$22,301,581	39.7	6
Miscellaneous Store Retailers (NAICS 453)	\$4,806,283	\$6,548,452	-\$1,742,169	-15.3	25
Florists (NAICS 4531)	\$482,359	\$634,306	-\$151,947	-13.6	3
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$2,499,591	\$2,076,778	\$422,813	9.2	7
Used Merchandise Stores (NAICS 4533)	\$563,561	\$2,515,783	-\$1,952,222	-63.4	8
Other Miscellaneous Store Retailers (NAICS 4539)	\$1,260,772	\$1,321,585	-\$60,813	-2.4	7
Nonstore Retailers (NAICS 454)	\$14,035,537	\$1,669,624	\$12,365,913	78.7	4
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$7,750,341	\$0	\$7,750,341	100.0	0
Vending Machine Operators (NAICS 4542)	\$3,693,374	\$216,931	\$3,476,443	88.9	1
Direct Selling Establishments (NAICS 4543)	\$2,591,822	\$1,452,693	\$1,139,129	28.2	3
Food Services & Drinking Places (NAICS 722)	\$50,815,087	\$43,781,291	\$7,033,796	7.4	62
Full-Service Restaurants (NAICS 7221)	\$21,353,768	\$9,065,575	\$12,288,193	40.4	26
Limited-Service Eating Places (NAICS 7222)	\$23,198,134	\$29,779,609	-\$6,581,475	-12.4	25
Special Food Services (NAICS 7223)	\$5,139,571	\$4,047,251	\$1,092,320	11.9	4
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$1,123,614	\$888,856	\$234,758	11.7	7

Source: STDB, Esri, Infogroup.

2015 Retail Market Place Forecast

Below is an overview of the projected future business and retail environment called the Retail Market Place Forecast. As in the Market Place Profile above, the source of this information is STDB, Esri, and Infogroup. The same definitions of Supply, Demand, Leakage/Surplus Factor, and Retail Gap that apply to the Retail Market Place Profile also apply to the Retail Market Place Forecast.

Retail Market Place Forecast - 2015					
Parkway East Community					
Summary Demographics					
2015 Population		45,367			
2015 Households		18,208			
2015 Per Capita Income		\$20,144			
Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap (Demand - Supply)	Surplus / Leakage Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$344,197,835	\$514,720,068	-\$170,522,233	-19.9	274
Total Retail Trade (NAICS 44-45)	\$292,717,843	\$464,768,862	-\$172,051,018	-22.7	212
Total Food & Drink (NAICS 722)	\$51,479,991	\$49,951,206	\$1,528,785	1.5	62
Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Surplus / Leakage Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$69,125,284	\$270,918,059	-\$201,792,775	-59.3	55
Automobile Dealers (NAICS 4411)	\$59,732,671	\$262,765,257	-\$203,032,586	-63.0	36
Other Motor Vehicle Dealers (NAICS 4412)	\$4,981,572	\$764,871	\$4,216,701	73.4	2
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$4,411,040	\$7,387,931	-\$2,976,891	-25.2	17
Furniture & Home Furnishings Stores (NAICS 442)	\$10,017,708	\$5,706,576	\$4,311,132	27.4	9
Furniture Stores (NAICS 4421)	\$7,065,874	\$4,761,356	\$2,304,518	19.5	7
Home Furnishings Stores (NAICS 4422)	\$2,951,834	\$945,220	\$2,006,614	51.5	2
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$8,564,934	\$4,176,599	\$4,388,335	34.4	7
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$11,765,313	\$6,366,851	\$5,398,463	29.8	11
Building Material and Supplies Dealers (NAICS 4441)	\$11,051,393	\$6,070,839	\$4,980,553	29.1	10
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$713,921	\$296,011	\$417,910	41.4	1

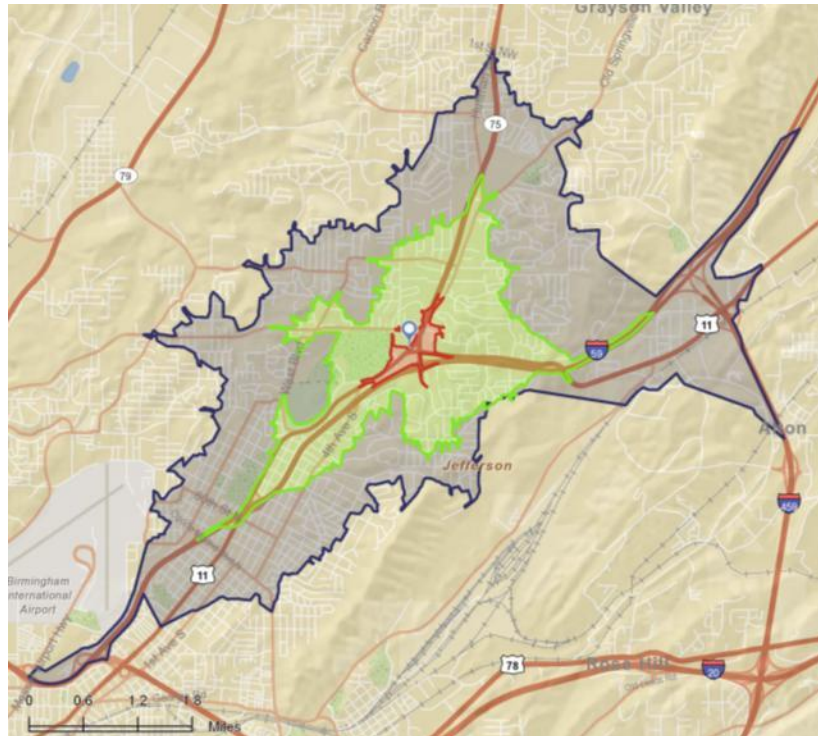
Food & Beverage Stores (NAICS 445)	\$43,685,339	\$23,500,527	\$20,184,812	30.0	18
Grocery Stores (NAICS 4451)	\$41,521,820	\$20,779,398	\$20,742,422	33.3	12
Specialty Food Stores (NAICS 4452)	\$845,492	\$791,851	\$53,640	3.3	3
Beer, Wine, and Liquor Stores (NAICS 4453)	\$1,318,027	\$1,929,277	-\$611,250	-18.8	3
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$8,746,691	\$14,091,311	-\$5,344,620	-23.4	19
Gasoline Stations (NAICS 447/NAICS 4471)	\$57,932,660	\$63,876,169	-\$5,943,509	-4.9	23
Clothing and Clothing Accessories Stores (NAICS 448)	\$12,279,590	\$7,601,416	\$4,678,174	23.5	19
Clothing Stores (NAICS 4481)	\$9,823,770	\$5,976,638	\$3,847,132	24.3	15
Shoe Stores (NAICS 4482)	\$1,230,577	\$1,233,067	-\$2,490	-0.1	2
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$1,225,243	\$391,712	\$833,531	51.5	1
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$3,572,361	\$2,582,429	\$989,932	16.1	10
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$1,400,757	\$719,920	\$680,837	32.1	5
Book, Periodical, and Music Stores (NAICS 4512)	\$2,171,604	\$1,862,509	\$309,095	7.7	5
General Merchandise Stores (NAICS 452)	\$50,202,462	\$57,146,936	-\$6,944,474	-6.5	12
Department Stores Excluding Leased Depts. (NAICS 4521)	\$21,299,956	\$40,048,450	-\$18,748,494	-30.6	6
Other General Merchandise Stores (NAICS 4529)	\$28,902,506	\$17,098,486	\$11,804,020	25.7	6
Miscellaneous Store Retailers (NAICS 453)	\$4,784,351	\$7,024,448	-\$2,240,097	-19.0	25
Florists (NAICS 4531)	\$574,815	\$750,493	-\$175,678	-13.3	3
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$2,468,384	\$2,412,324	\$56,060	1.1	7
Used Merchandise Stores (NAICS 4533)	\$459,413	\$2,469,691	-\$2,010,278	-68.6	8
Other Miscellaneous Store Retailers (NAICS 4539)	\$1,281,739	\$1,391,940	-\$110,201	-4.1	7
Nonstore Retailers (NAICS 454)	\$12,041,150	\$1,777,541	\$10,263,609	74.3	4
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$5,834,057	\$0	\$5,834,057	100.0	0
Vending Machine Operators (NAICS 4542)	\$3,698,418	\$258,986	\$3,439,433	86.9	1
Direct Selling Establishments (NAICS 4543)	\$2,508,675	\$1,518,556	\$990,119	24.6	3
Food Services & Drinking Places (NAICS 722)	\$51,479,991	\$49,951,206	\$1,528,785	1.5	62
Full-Service Restaurants (NAICS 7221)	\$22,011,013	\$10,465,387	\$11,545,626	35.6	26
Limited-Service Eating Places (NAICS 7222)	\$23,596,333	\$34,012,170	-\$10,415,837	-18.1	25
Special Food Services (NAICS 7223)	\$5,042,354	\$4,608,147	\$434,208	4.5	4
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$830,291	\$865,502	-\$35,211	-2.1	7

Source: STDB, Esri, Infogroup.

3. Potential Grocery Store/Convenience Retail in Parkway East Trade Area

A focus of new retail development within the Parkway East trade area will be stores and convenience retail. An analysis of economic and demographic information related to specific drive-time polygons around the trade area provides helpful background for potential grocery/convenience retail development.

Below is a map of 1, 3, and 5 minute drive times surrounding the Parkway East trade area.



Below is a summary of economic and demographic information as it relates to 1, 3, and 5-minute drive-time polygons surrounding the Parkway East trade area.

	1-Minute Drive Time	3-Minute Drive Time	5-Minute Drive Time
Population	33	5,256	28,246
Households	14	2,264	11,553
Median Household Income	\$40,000	\$42,781	\$28,246
Average Household Income	\$50,470	\$40,197	\$45,924
Per Capita Income	\$22,894	\$50,197	\$45,924
Total Jobs/Employees	600	5,330	14,579
Total Businesses	82	423	1,049

Source: STDB, Esri, Infogroup

4. Trade Area Redevelopment Opportunity Sites

The planning team identified several large “opportunity sites” across the trade area that could support significant redevelopment. Located along existing or proposed transit routes, these vacant or underutilized light-industrial, residential, and commercial areas offer the Ensley Trade Area a unique opportunity to build vibrant, contemporary, transit-oriented neighborhood, main streets, and commercial centers. Of varying densities, these new developments would incorporate the best qualities of existing, historic neighborhoods. Housing and commercial market analysis suggests that sufficient demand will exist to assure the success of redevelopment on these sites. The results of the market analysis shaped the recommendations for each of these sites, which collectively would bring the Parkway East Trade Area broadened housing choices, expanded retail offerings, increased sales tax revenues, and new jobs.

Below are two detail maps of the Parkway East Trade Area with existing retail, residential, civic, and institutional space highlighted in yellow and redevelopment opportunity sites highlighted in red.





In the pages that follow, BLOC has identified several sites within Parkway East trade area that are ripe for retail, commercial, housing, and mixed-use development. Each site is identified by its cross-streets and a photograph of the existing conditions at the site.

Streetscape
Parkway East & Roebuck Drive



Existing Grocery Store and Retail Center



New Renovation Opportunity Anchored by Sav-A-Lot



New Development Opportunity Anchored by Sav-A-Lot



Parkway East Streetscape



Save-A-Lot Shopping Center



Streetscape



Existing Serra Toyota Dealership



Existing Serra Volkswagen Dealership



Shopping Center



Shopping Center



Old Metro Storage
New Development Opportunity Site



New Huffman High School



Huffman Road
Redevelopment Opportunity Site (Retail)



Parkway East



Old Alabama Power Building – Parkway East
Redevelopment Opportunity Site



Redevelopment Opportunity Site
Parkway East



Old Church Building (Parkway Christian)
Redevelopment Opportunity Site
Parkway East



Parkway East Streetscape



Existing Retail and Office on Huffman Road
Redevelopment Opportunity Site



Vacant Building – Parkway East
Redevelopment Opportunity Site



5. Summary of Findings

A retail market analysis prepared by BLOC Global for the City of Birmingham's Parkway East trade area concluded that by 2015:

- Residents will hold approximately \$344,197,835 in retail spending potential.
- Given the target market, the retail in the Parkway East area along Roebuck Parkway and Huffman Road has the potential to be incorporated into a mixed-use environment.
- Retail has the potential to target both the local customers and serve as a regional destination.
- Neighborhood and Regional serving retail including Motor Vehicle Dealers, Furniture and Home Furnishing Stores, Electronics & Appliance Stores, Building Material and Supplies Dealers, Food & Beverage Stores, Clothing and Clothing Accessories, Sporting Goods, Hobby, Book, and Music Stores, General Merchandise Stores, Non-store Retailers, Food Services and Drinking Places offer the best opportunity at this location.