



DEMOGRAPHICS



FIVE POINTS ALLIANCE

As of Q3 2018 (Updated 6/18/18)

With over 40 culinary destinations and 31 retailers, Five Points South is Birmingham's Culinary District and has been labeled "a town within a city" and a true "walkup neighborhood." Area merchants host many annual events that grow with each year and entertain thousands of people within the city of Birmingham, like the Annual St. Patrick's Day Parade. Five Points Alliance is devoted to enriching the vibrancy of Five Points by unifying, enhancing and promoting the area as the city's premier neighborhood and culinary destination.

2292

Employees

60

New Employees

732

Residential Units

77

Walk Score

3544

Off & On-Street Parking

990K

Sq. Ft. Ground Floor

4.2%

Ground Floor Vacancy



POPULATION STATS

OVERALL POPULATION

21,220 35205 | 212,113 Birmingham

WORK FORCE POPULATION

15,681 35205 | 47,279 1 Miles | 148,732 3 Miles

UAB POPULATION

20,902 2016 Enrollment | 21,245 2016 Employees | 300 SRI Employees



TRANSPORTATION STATS

MILEAGE FROM LOCAL INTERSTATES

1m (6 min) University/Red Mt. Expressway | 1.3m (5 min) Hwy 280 | 1.5m (7 min) 1-65 | 5m (8 min) Highland Ave/Red Mt. Expressway

CARS PER DAY

11,770 11th Ave S | 12,860 Highland Ave | 4,015 Magnolia Ave | 13,220 20th Street S | 110,860 Red Mt. Expressway

AVERAGE AGE

28.9 35205 | 36 Birmingham | 39 Alabama

HOUSE-HOLD INCOME

\$33K 35205 | \$36K Birmingham | \$46.3K Alabama

HOUSE/CONDO VALUE

\$169K 35205 | \$88.5K Birmingham | \$136K Alabama

HOMES SOLD IN 35205

72 Sold | \$178K Average Sell | \$184K Average List

\$5,352,000 was invested in Five Points South in 2016.

Over \$100 million of investment dollars projected for future Five Points South projects in 2017/2018.

\$63 million Vesta Apartments 318 units	\$2 million Sheppard Sloss Building	\$1.3 million The Woolworth	\$13 million Family Services Laundry Building
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\$10.4 million has already been invested in Five Points South this year.



Vacancy Rate

October 2017: 8.1%
June 2018: 4.2%

NEW BUSINESSES COMING SOON

SPRING 2018	The Woolworth	Retail	FALL 2018	Libertines Pizza	Restaurant
JULY 2018	Alchemy 213	Retail	FALL 2018	Rolled Ice Cream	Restaurant



Average Commercial

Price per square foot: \$10 - \$20
CAM per square foot: \$2 - \$4

AREA OFFERINGS

- Annual St. Patrick's Day Parade
- Area Master Planning Process underway
- Five Points South is the 3rd most walkable neighborhood in Birmingham; 1st Central City (87) and 2nd Southside/Lakeview (80)
- Yearlong radio branding campaign with Birmingham Mountain Radio
- Area website that includes a merchant directory & an area event calendar
- Annual Website Analytics - **21,283** visits & **54,947** page views
- Local PR firm on retainer to assist with marketing & branding
- Five Points South Bham Facebook Page - **7,857** likes
- Dedicated area staff - REV Birmingham District Manager
- Annual Broker Tour with area agents
- ZYP Bikeshare Station
- Area Parking Deck
- Culinary Promotion Committee
- Real Estate Committee
- 9-member board of directors

Clean & Clear Five Points South 2017

IMPACT FROM 5 EVENTS

166

volunteers

543

volunteer hours

250

neighborhood packets shared

4,837

feet of sidewalk & alley cleaned

7,152

pounds of trash & debris collected

\$2,000

in kind tree service

AWARDS

- 2017 Main Street Alabama Excellence in Volunteer Development "Clean & Clear Five Points South"
- 2015 Main Street Alabama Excellence in Promotion "Five Points South St. Patrick's Celebration"
- 2014 Main Street Alabama Excellence in Downtown Marketing "Five Points South Marketing Initiative"

AREA MAP

