



Downtown  
Birmingham

# Downtown Birmingham has more data.

Economic Vitality Report  
Q3–Q4 2025

powered by



BIRMINGHAM



REV Birmingham is a place-based revitalization and economic development nonprofit with a mission to create vibrant commercial districts. REV's team believes good data is essential to understanding a place and helping it grow. This Downtown Birmingham Economic Vitality Report, which is released twice a year, helps us identify downtown's strengths and opportunities. The study area is highlighted in blue.



See more data and get in touch with REV's downtown team.

[LEARN MORE](#)



### A NOTE ABOUT DATA

As of May 2025, Placer.ai – one of the primary tools we use to source data for this report – has updated its methodology for detecting employee presence to better reflect evolving work patterns, particularly the rise of hybrid schedules. Previously, an "employee" was defined as an individual consistently spending multiple hours at a location daily. This broad definition encompassed many different worker types. The updated methodology introduces two distinct categories:

#### Employee:

An individual who spends multiple hours within a tight radius of a single location on multiple non-consecutive weekdays per month, during standard work hours (8 AM–5 PM). This group is mutually exclusive from residents and visitors, and excludes individuals in government or sensitive facilities.

#### Extended Workforce:

Individuals who spend less time in market, less frequently and without a fixed location, often active during extended hours. This group may overlap with visitor audiences and also excludes sensitive locations.

The new definition of "Employee Visits" is more specific, capturing primarily full-time, office-based workers. Accordingly, this report uses only the "Employee Visits" metric, as this group is most likely to have a measurable economic impact on downtown Birmingham.

**Please note:** While reported figures may differ from previous Economic Vitality Reports, all historical data in this report has been retroactively updated to reflect the new methodology. These changes do not indicate a loss of downtown employees, but rather a refinement in how presence is measured.

These updated metrics remain a helpful tool for REV Birmingham, the City of Birmingham, economic development partners and private stakeholders to make informed, data-driven decisions about downtown Birmingham's future.





### 2025 Storefront Openings

#### City Center

- 234 Boutique
- Alicia's Coffee
- Bayonet
- Burrow and Bloom
- Capella Pizzeria
- Carrigan's Public House (New Location)
- Climaxx
- Johni'na
- Nightcap: a dessert lounge
- On a Bun Bham
- Pink Lantern
- Rêve
- The Pilates Dwelling
- Wooden City
- Yo Mama's Restaurant (New Location)

#### Southside

- Ampersand Dessert Bar
- Bygones Cocktail Bar
- Epice Birmingham
- Lapeer Steak & Seafood
- Me Gusta!
- Nowhere Tattoos
- The Toasted Yolk Café
- Tre Luna & Grocery

#### Parkside

- Fairway Social
- Leafly Boba Bar
- Tay's Tea
- Up-Down Arcade Bar
- Whammy Coffee



#### Five Points South

- Dobber's Five Points Pub
- Five Points Fitness
- Sauce & Suds

# 35,745

Average Employee Visits  
(34,171 in Q3-Q4 2024)

# 16

Development Projects  
Under Construction  
(15 in Q3-Q4 2024)

# 79.6%

Residential Occupancy  
(86.9% in Q3-Q4 2024)

# 78%

Office Occupancy  
(76% in Q3-Q4 2024)

# \$131,569,204

Cumulative Value of Building  
Permits Issued in 2025



The Sakéroom | Five Points South



### New Storefronts Announced

#### City Center

- Dream Flavors
- El Tigre Disco Lounge and Bar
- Encore Rouge (New Location)
- Horton Enterprise Studios
- La Patee
- Moxi Childcare

#### Parkside

- Basecamp Fitness
- De Nada
- Minnie's Golf & Bar

#### Five Points South

- Bandido Brunch & Social
- La Katrina
- Land of a Thousand Hills Coffee
- Sakéroom

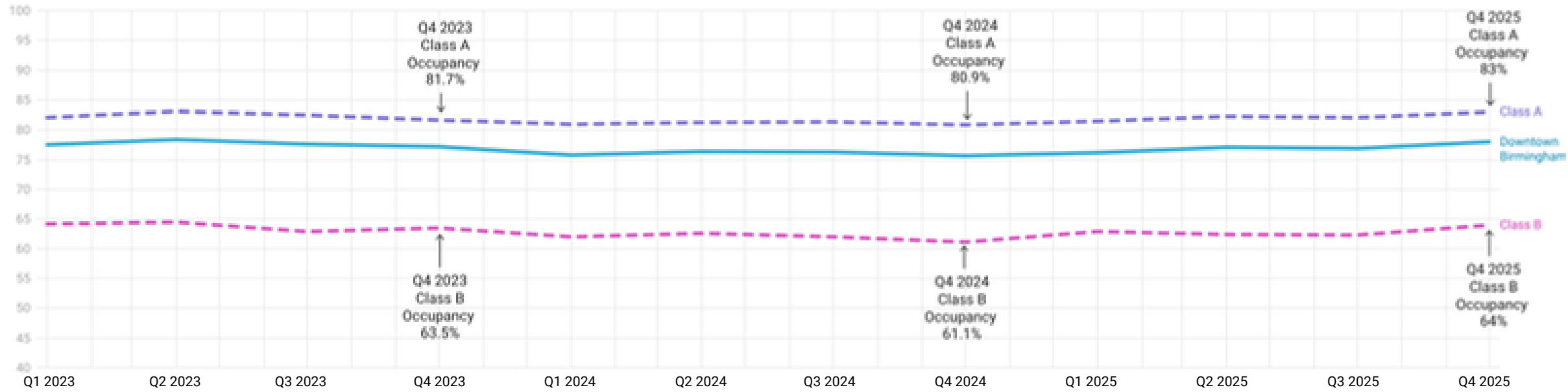
#### Southside

- Roll Cajun Boudin



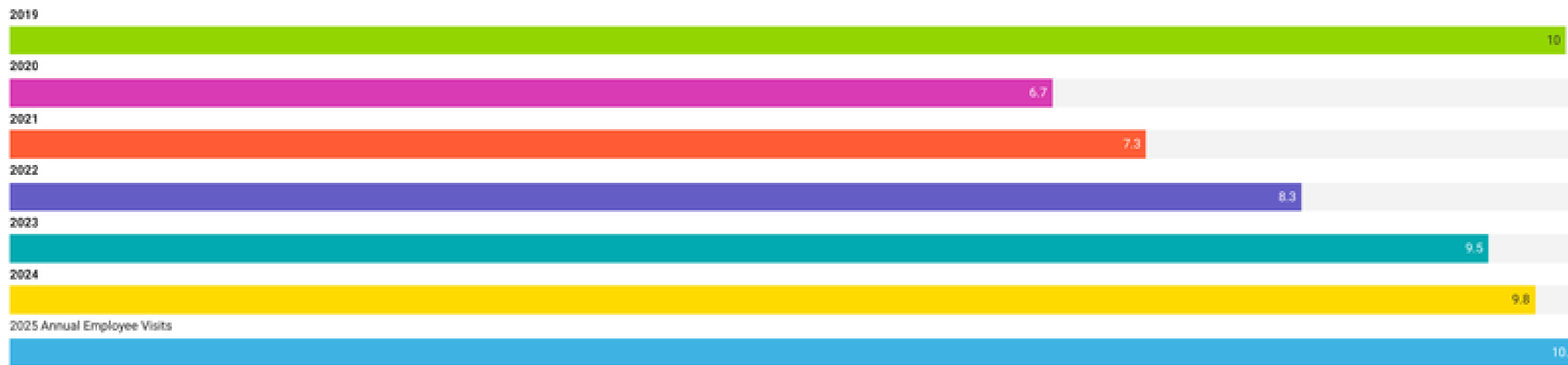
# Downtown Birmingham Economic Vitality Report Q3-Q4 2025

OFFICE



### Downtown Office Occupancy Rates from Q1 2023 to Q4 2025

**35,745**  
Avg Daily Employee Visits  
(34,171 in Q3-Q4 2024)



### Annual Employee Visits to Downtown Birmingham (in Millions)

**78%**

Office Occupancy  
(76% in Q3-Q4 2024)

**83%**

Class A Office Occupancy  
(82% in Q3-Q4 2024)

**\$26.11**

Class A Avg Rent/SF  
(\$25.53 in Q3-Q4 2024)

**64%**

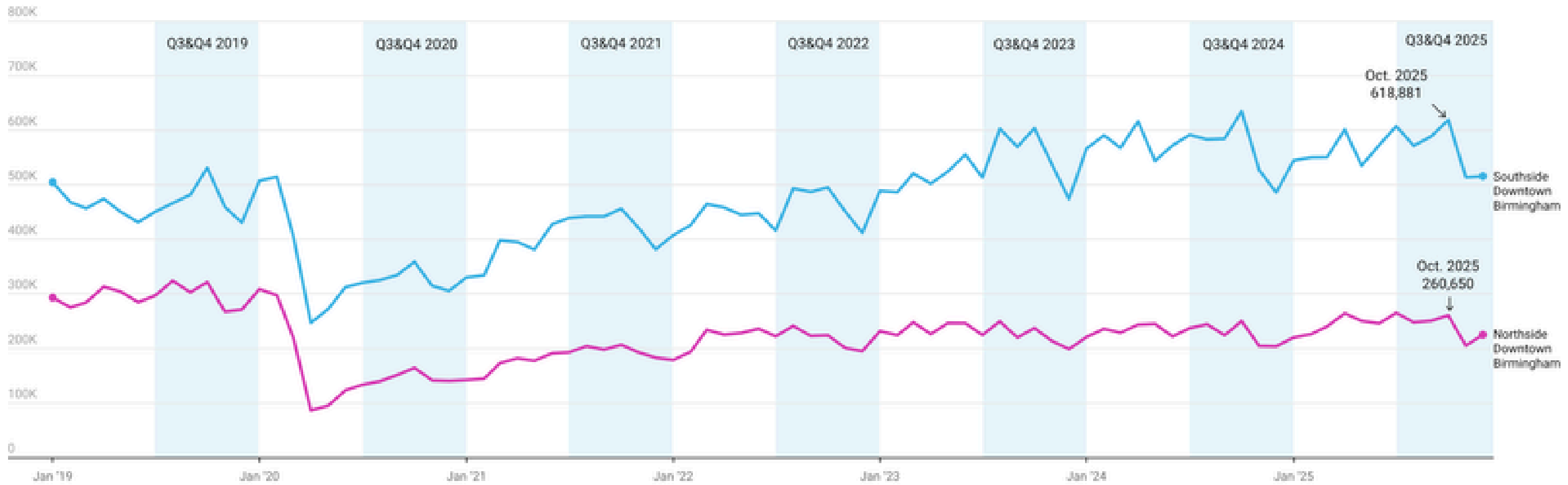
Class B Office Occupancy  
(62% in Q3-Q4 2024)

**\$21.39**

Class B Avg Rent/SF  
(\$21.41 in Q3-Q4 2024)

**9.4M**

Total SF Office Inventory



**Southside vs Northside Monthly Employee Visits Since 2018 – All Employees, Including Weekends**

### Southside

**Q3-Q4 2024  
to Q3-Q4 2025**

**+4.9%**

### Northside

**Q3-Q4 2024  
to Q3-Q4 2025**

**+6.6%**

### Downtown (combined)

**Q3-Q4 2024  
to Q3-Q4 2025**

**+5%**



### Right-sized Workspace: Historic Class A Office Buildings with <20,000 SF of Contiguous Space Available



**Landmark Center - 2100 1st Ave N**  
12,600 SF of Contiguous Space Available



**Railroad Square- 120 18th St S**  
5,963 SF of Contiguous Space Available



**The Edison Building - 1620 3rd Ave N**  
6,000 SF of Contiguous Space Available

### Big Moves: Largest Office Leases Signed Downtown



**The Hardwick - 2308 1st Ave S**  
Lessee: Always Bank  
9,442 SF (signed August 2025)



**Transfer on First - 1200 1st Ave S**  
Lessee: Foresite Group  
8,800 SF (signed August 2025)



**Massey Building - 2025 3rd Ave N**  
Lessee: Singleton Schrieber  
6,091 SF (signed September 2025)

## Downtown Office Opportunities



## Employer Highlight:

### CommerceOne Bank Expanding Downtown Presence

In 2025, CommerceOne Bank made a major investment in downtown Birmingham by relocating its headquarters to the historic John Hand Building. **The move doubled the bank's office footprint and created room for continued growth**, bringing more jobs and energy to the heart of the city.

The expansion came alongside another milestone: CommerceOne Bank announced its acquisition of Green Dot Corporation, a publicly traded financial technology and bank holding company serving individuals and businesses. The Green Dot Network has more than 90,000 retail distribution locations nationwide and partners with many major companies, including Apple, Intuit, Walmart, Amazon and CVS Pharmacy.

Once the acquisition is finalized, CommerceOne Bank will become the newest publicly traded company headquartered downtown, joining Regions Bank. CommerceOne's growth—and its decision to plant roots downtown—signals continued momentum for the financial sector in Birmingham's urban core.





# Downtown Birmingham Economic Vitality Report Q3-Q4 2025

## HOSPITALITY



**20**  
Hotels

(+1 Hotel since 2024)

**2,779**  
Hotel Rooms

(+24 Rooms since 2024)

**60%**

Year-to-Date (2025)  
Hotel Occupancy Rate

(60.3% in Q3-Q4 2024)

**\$160.45**

Monthly Average  
Hotel Daily Rate

(\$150.27 in Q3-Q4 2024)



**BHM Airport Passengers, January 2022 to December 2025**

Data Sources: BHM Airport Authority | Greater Birmingham Convention & Visitors Bureau | Costar



### Average Monthly Downtown Birmingham Hotel Occupancy Rates 2024 vs 2025

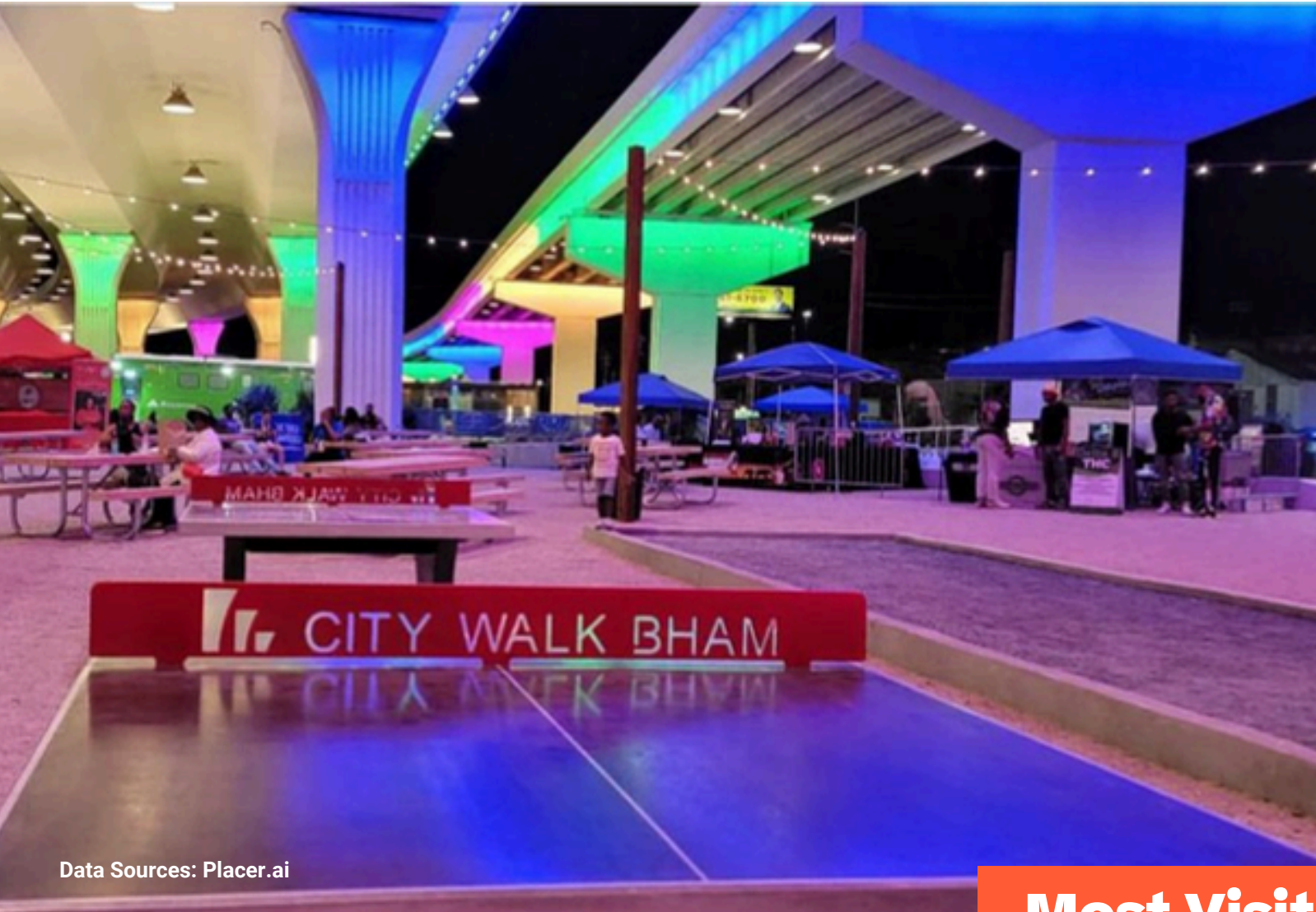


## Downtown Hotel Occupancy Summary

Data Sources: Greater Birmingham Convention & Visitors Bureau

A comparison of monthly hotel occupancy rates between 2024 and 2025 shows downtown hotels performed better during the summer of 2025. Two major factors likely contributed to this increase: the opening of the Coca-Cola Amphitheater and the arrival of the World Police and Fire Games, both of

which took place in late June and drew significant numbers of visitors to the city. October consistently stands out as one of the busiest months for downtown hotels, largely driven by the annual Magic City Classic, which remains one of the region's largest and most reliable generators of hotel demand.



Data Sources: Placer.ai



### Most Visited Landmarks in Q3-Q4 2025



**711.9K Visits**  
Birmingham City Walk



**647.1K Visits**  
Birmingham Jefferson  
Convention Complex



**117.8K Visits**  
Regions Field



**111.4K Visits**  
Railroad Park



### TOP 5 BUSIEST DAYS DOWNTOWN IN Q3-Q4 2025



- 1 Thursday, November 6, 2025 132,905 Visits**  
*Notable Events:* Christmas Village Festival @ The BJCC, Brandon Lake in Concert @ The BJCC, Dancing with the Stars of the Magic City @ Lyric Theatre
- 2 Saturday, October 25, 2025 132,430 Visits**  
*Notable Events:* Magic City Classic Parade @ Downtown Birmingham
- 3 Friday, November 7, 2025 127,870 Visits**  
*Notable Events:* Christmas Village Festival @ The BJCC, Birmingham Squadron vs. Austin Spurs (Season Opener) @ Legacy Arena
- 4 Saturday, October 11, 2025 127,445 Visits**  
*Notable Events:* CHRIS BROWN: BREEZY BOWL XX with special guests Jhene Aiko and Bryson Tiller @ Protective Stadium
- 5 Saturday, December 13, 2025 126,461 Visits**  
*Notable Events:* C.M. Newton Classic – Alabama Men’s Basketball vs. #1 ranked Arizona @ The BJCC

The second half of 2025 saw an average of 121,975 visits (114,552 in Q3-Q4 2024)

to downtown Birmingham per day, which includes people that Placer.ai has classified as visitors, employees and residents based on the time they spend downtown.



# Downtown Birmingham Economic Vitality Report Q3-Q4 2025

## RESIDENTIAL



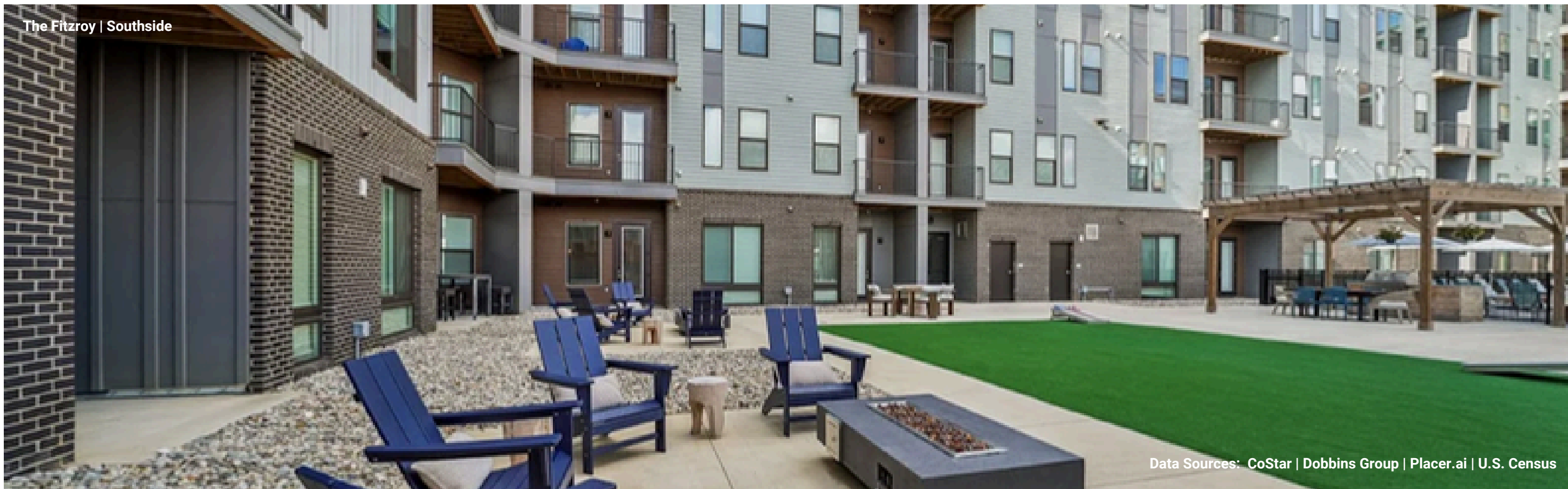
**14.7k**  
Downtown Residents

**79.6%**  
Residential Occupancy  
*(86.9% in Q3-Q4 2024)*

**9,559**  
Multifamily Units  
Including Condos  
*(548 units delivered  
in Q3-Q4 2025)*

**60**  
Units Under Constuction  
*(1,178 units under construction in  
Q3-Q4 2024)*

**335**  
Proposed Units  
*(42 proposed units in Q3-Q4 2024)*





Data Sources: Birmingham Business Journal

RECENTLY ANNOUNCED!



**5** FIFTH DIMENSION  
ARCHITECTURE + INTERIORS LLC

## Residential Development Spotlight:

### Sherman Multifamily

Located on the former Sherman Industries concrete site near Railroad Park, the proposed Sherman Multifamily building is expected to bring new apartments and amenities to Parkside.

- 335-unit apartment building
- 530-space parking deck
- A coworking space
- Fitness and yoga studios
- Bike storage
- A clubroom
- A rooftop terrace
- A swimming pool, pavilion and other outdoor amenities



### Downtown Birmingham's Michelin Moment



When the Michelin Guide toured the American South in 2025, it recognized 15 restaurants across Alabama, 11 of them located in the City of Birmingham. Notably, eight of those 11 are found within the downtown footprint, with the other three located just outside downtown in Lakeview. Of the five restaurants in the state awarded the Bib Gourmand distinction, three are located in downtown Birmingham, further reinforcing our city center's reputation as the heart of Alabama's dining scene.



### Birmingham restaurants recognized include:

- ◆ Automatic Seafood and Oysters
- ◆ Bayonet - *Bib Gourmand*
- ◆ Bottega
- ◆ Chez Fonfon
- ◆ Current Charcoal Grill
- ◆ Helen
- ◆ Hot and Hot Fish Club
- ◆ La Fête - *Bib Gourmand*
- ◆ Ovenbird - *Bib Gourmand*
- ◆ Pizza Grace - *Bib Gourmand*
- ◆ Rêve

Data Sources: CoStar | The Michelin Guide

# 3.7M

Total Retail SF

# \$18.18

Avg Market Rent/SF  
(\$18.06 in Q3-Q4 2024)

# 48

Retail Locations for Lease

# 407

Active Retail Locations  
(448 in Q3-Q4 2024\*)

\*Note: "Active Retail Locations" includes spaces either currently operating or actively advertised for lease. In 2025, CoStar removed multiple properties from its data set that were no longer occupied or advertised for lease.



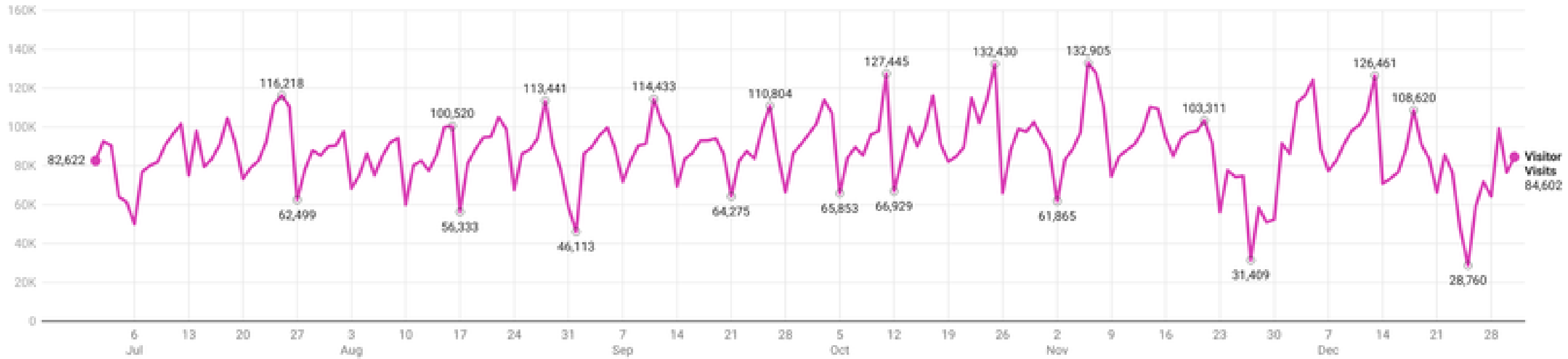
Current Charcoal Grill | Parkside

### Did you know?

In 1997, the Michelin Guide introduced the Bib Gourmand, a special distinction recognizing restaurants that serve high-quality food at great value, helping diners discover outstanding meals for every occasion and budget. To earn this recognition, restaurants must offer a selection of menu items priced below a maximum determined by local economic standards.

Data Sources: The Michelin Guide





### Daily Visitor Visits to Downtown Birmingham in Q3 and Q4 2025



### Monthly Visitor Visits to Downtown Birmingham from 2019 to Q4 2025

Comparing Q3-Q4 of 2024 to Q3-Q4 of 2025, downtown Birmingham visits increased by 7%.



### Downtown's December visitation saw growth

#### Data Digest with Jackson Dean

Data & Research Manager, REV Birmingham

In December 2025, REV Birmingham and the Downtown BHM Business Improvement District (BID) coordinated a series of holiday activations across downtown Birmingham to enhance the visitor experience and build upon seasonal activity.

Activations included a public art ornament trail, live music performances, Dickens-themed carolers, an elf door scavenger hunt, and targeted window and façade displays.

During this period, overall downtown foot traffic increased by 6.8% year over year, while the City Center BID subdistrict experienced a 9.5% increase. Although a direct causal relationship cannot be established, the timing and placement of these activations coincided with increased visitation. Heatmap analysis indicates that activations were concentrated in high-traffic areas, helping maximize visitor engagement during the holiday season.



# +6.8%

**Total visits to downtown Birmingham year over year**

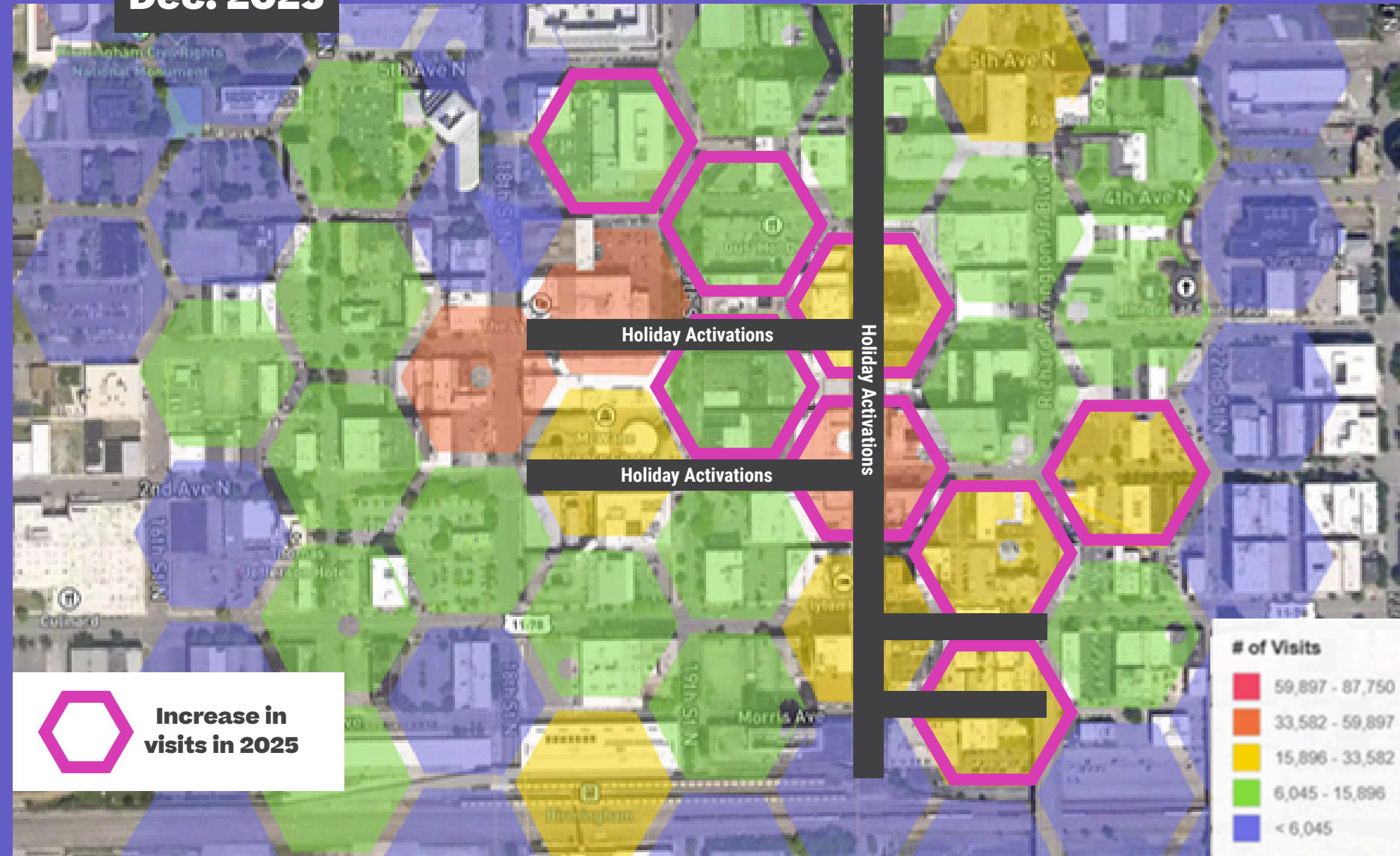
# +9.5%

**Year-over-year visits to the City Center subdistrict of the BID**



**Dec. 2024**

**Dec. 2025**



## City Center Visitor Traffic, December 2024 vs. December 2025



Major Event Drivers

Strong attendance at cultural venues also contributed to downtown visitation, including events at:

Alabama Theatre

Lyric Theatre

Carver Theatre

McWane Science Center



Data Sources: timeanddate.com

Did you know?

The Holiday Film Series at the Alabama Theatre sold out every showing for the 2025 season!

MONTH

DAYS ABOVE 50°

December 2024

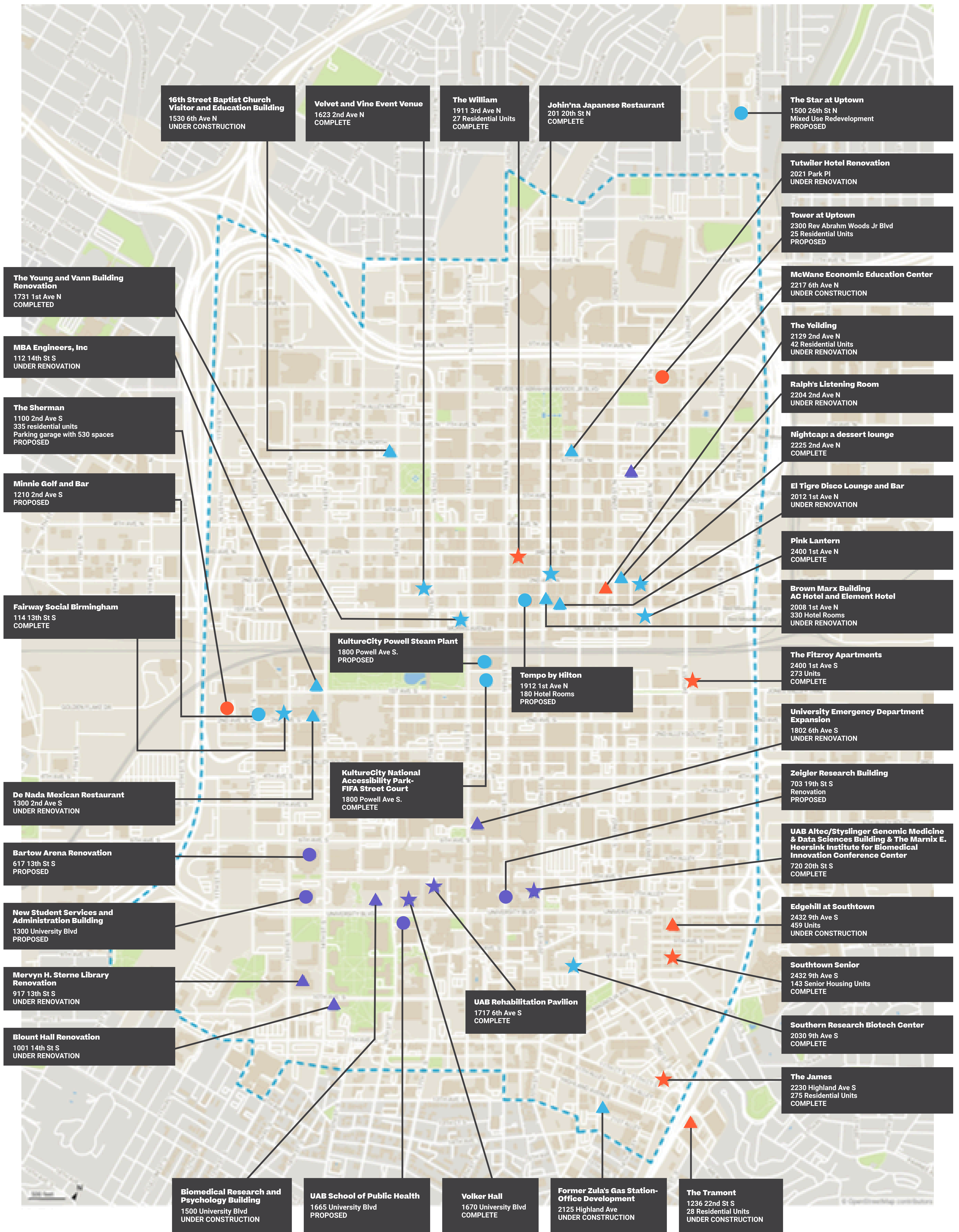
15

December 2025

10

Despite colder conditions in 2025, visits increased year over year.

# Q3-Q4 2025 Downtown Birmingham Development Map





### Investing Downtown: KultureCity

KultureCity, a global nonprofit focused on sensory accessibility and acceptance, plans to redevelop the historic Powell Steam Plant in downtown Birmingham as the National Accessibility Park. KultureCity estimates the development will attract about 250,000 visitors annually, with an annual economic impact of about \$378,108 in sales and property taxes for Jefferson County.

Planned elements of the Powell Steam development include a Museum of Accessibility, KultureCity's global headquarters, workforce training facilities, a technical college for individuals with disabilities, an outdoor amphitheater, and retail and restaurant space.

KultureCity currently operates in 40 countries and partners with organizations and artists including the NFL, NBA, MLB, Coldplay, Paul McCartney, Stevie Nicks, Lainey Wilson, South by Southwest, and LEGO. KultureCity trains staff at entertainment and sports venues, certifying locations that make sensory-inclusive modifications. More than 3,000 locations across the United States and around the world have worked with KultureCity to become Sensory Inclusive certified.

Data Sources: KultureCity.org | KultureCity Annual Reports



**250,000**

Estimated Annual Visitors

**\$378,108**

Estimated Yearly Impact Through  
Sales and Property Taxes

**40**

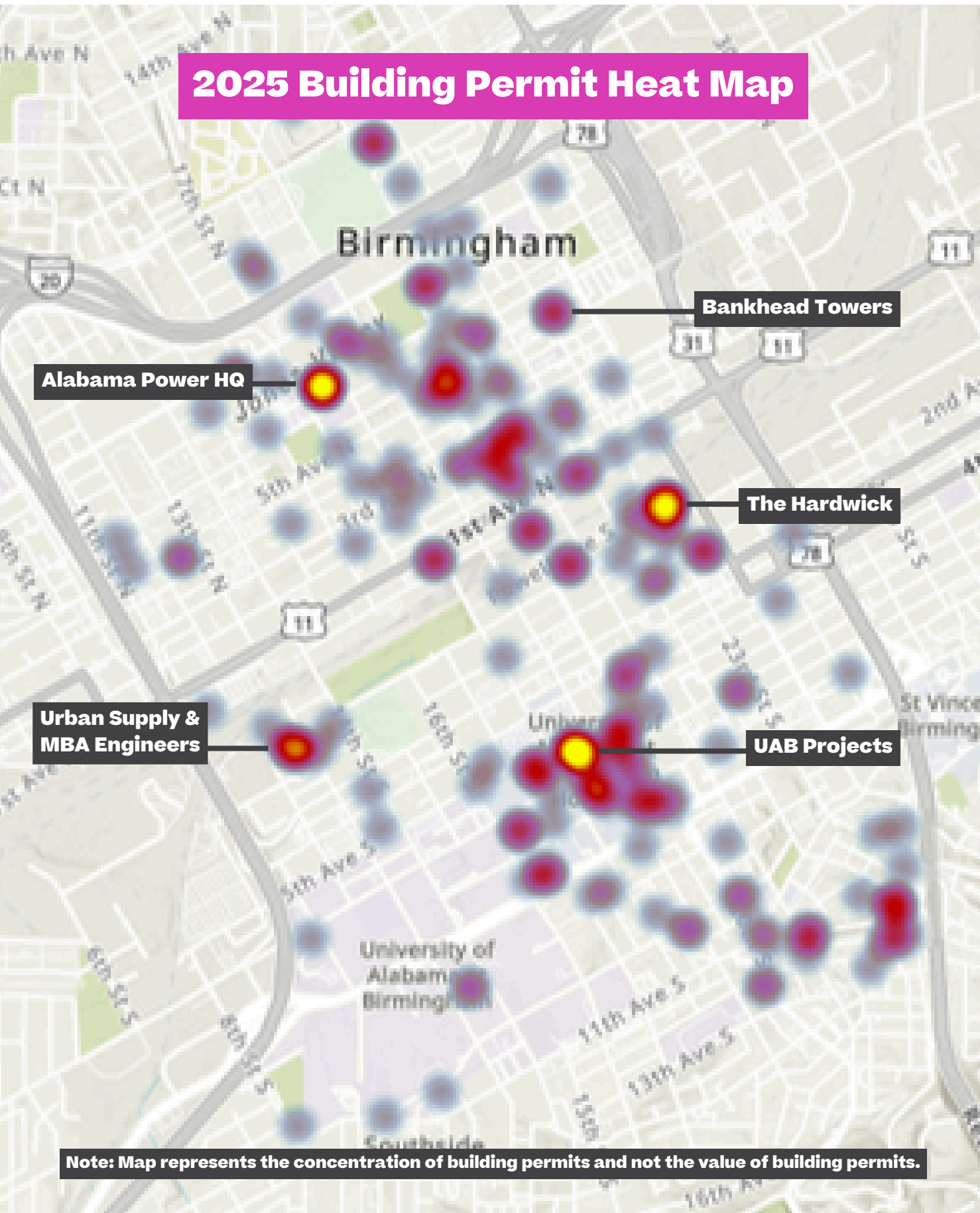
Countries with KultureCity  
Certified Venues

**3,000+**

Sensory Inclusive  
Certified Venues



### 2025 Building Permit Heat Map



Note: Map represents the concentration of building permits and not the value of building permits.



Building permits with a cumulative value of **\$131,569,204** were issued across downtown Birmingham in 2025.

### Top 5 Downtown Building Permits Issued in 2025 (by value)

Data Sources: City of Birmingham

- ◆ **1802 6TH AVE S**  
UAB's emergency department expansion – \$31,397,127
- ◆ **2600 18TH ST N**  
Alabama Power Office Renovation – \$23,255,500
- ◆ **2300 5TH AVE N**  
Bankhead Towers Renovation – \$10,755,908
- ◆ **1530 6TH AVE N**  
16th Baptist Church Visitors Center – \$6,594,901
- ◆ **112 14TH ST S**  
MBA Engineers New Office, The Wadewood – \$4,948,250



**14.7k**  
Downtown Residents  
55% Female; 45% Male

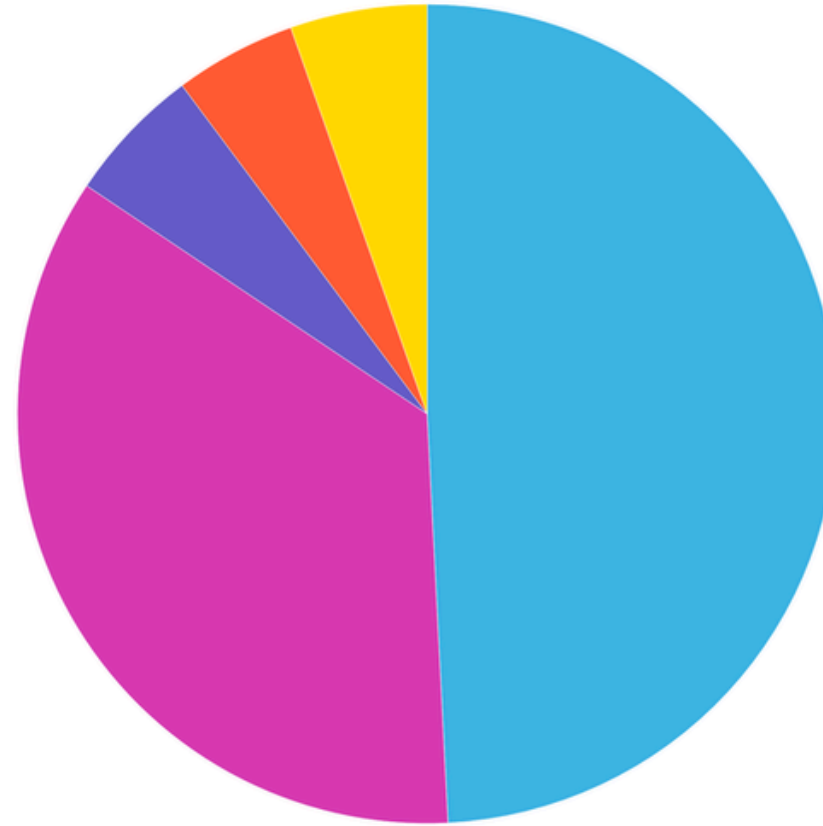
**\$55,393**  
Median Household Income  
of Downtown Residents

**Education Levels of Downtown Residents**

88% High School Graduates or Higher  
58% Bachelor's Degree or Higher

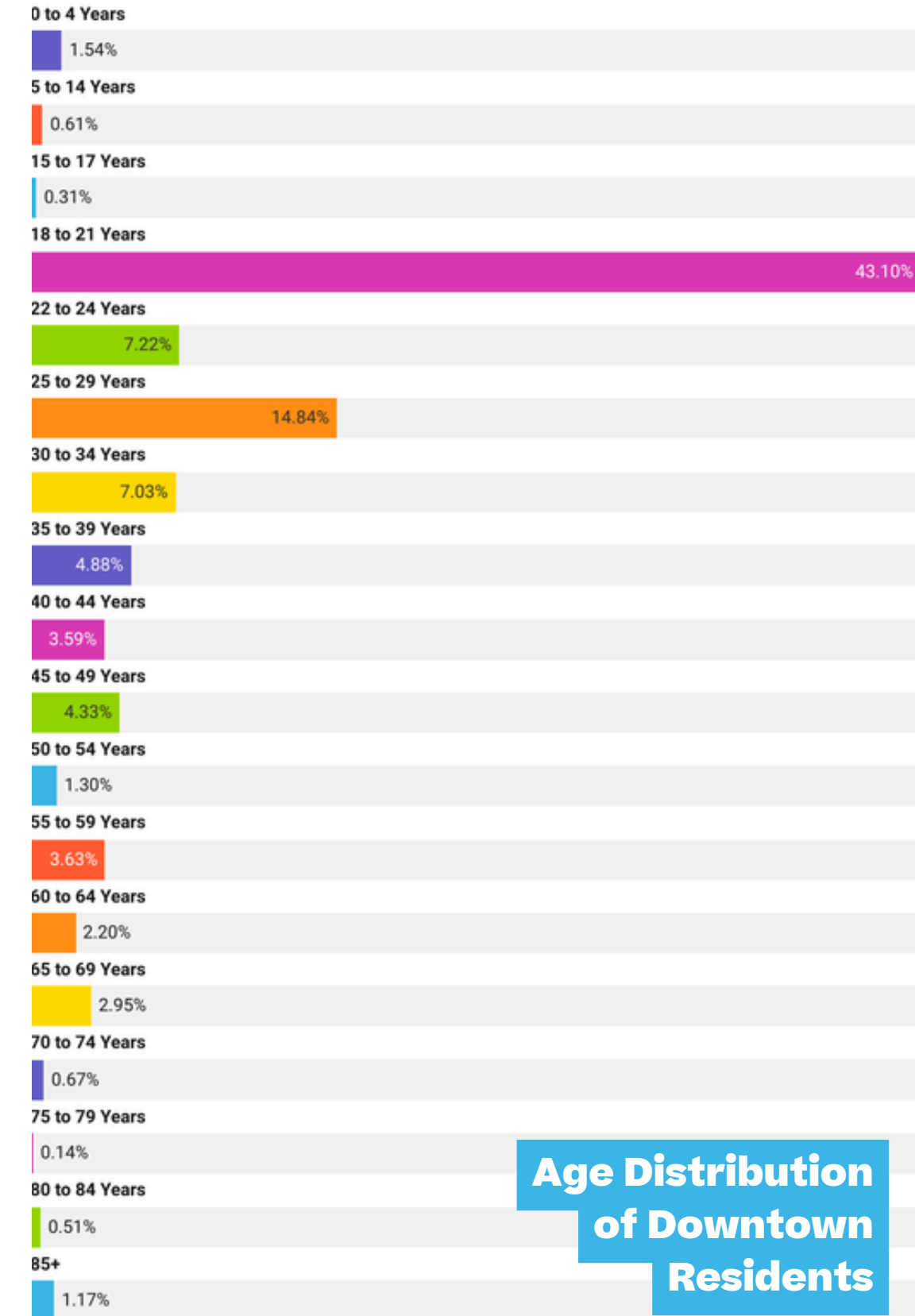
**32.2**  
Median Age in  
Downtown Birmingham

**38.3**  
Median Age in  
Jefferson County

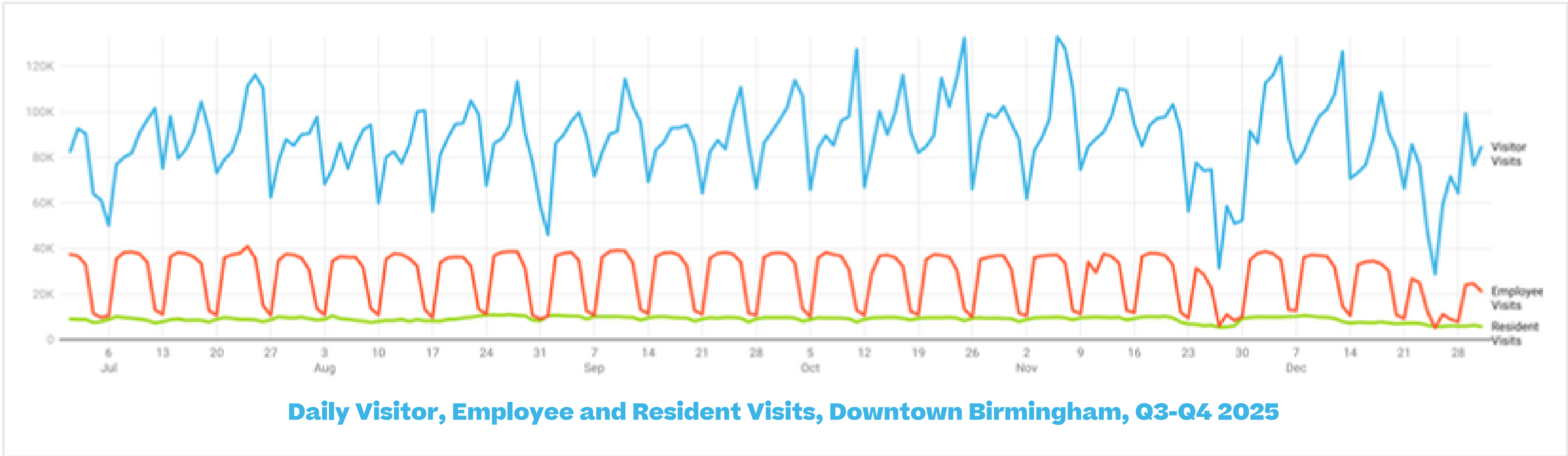


**Racial Makeup of Downtown Residents**

- White (49.1%)
- Black (35.21%)
- Hispanic or Latino (5.4%)
- Asian (4.8%)
- Other (.6%)



**Age Distribution of Downtown Residents**



Data Sources: Placer.ai | U.S. Census

**332,289**

Residents Within  
15-Minute Drive

**\$60,509**

Median Income of  
Downtown Employees

**5.1M**

Total Employee Visits  
Q3-Q4 2025  
(+5% Year-Over-  
Year Increase)

**16.1M**

Total Visitor Visits  
Q3-Q4 2025  
(+7% Year-Over-  
Year Increase)

**\$57,637**

Median Income of  
Downtown Visitors

**\$51,618**

Median Income  
of Residents Within  
15-Minute Drive



### Downtown BHM Community Survey results are in!

2,147 respondents shared their perspectives through the Downtown BHM Community Survey, an effort funded by REV and the Downtown BHM Business Improvement District (BID). Open to anyone interested in Downtown's future, participants represented a broad cross-section of stakeholders, including residents, workers, business owners, property owners, and visitors. Check out a sample of the insights gleaned from our participants!

### What did survey respondents say?

40%

said the most important physical improvement to downtown's future is

**Redeveloping vacant buildings and lots**

FIRST

31%

said the most important service or program to downtown's future is

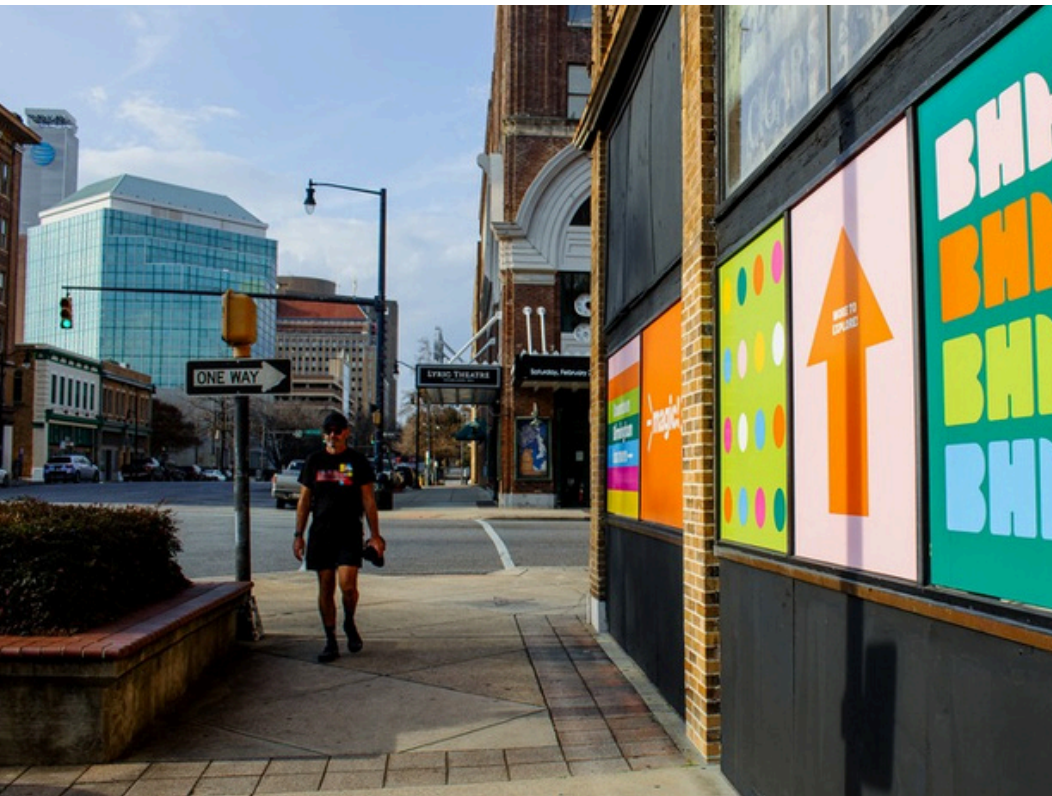
**Improving public safety**

SECOND

22%

said the most important service or program to downtown's future is

**Services for the unhoused**



Ready to dig deeper? The full survey results include cross-tabulated insights that examine how responses vary across factors like income, race, and downtown residency, revealing how different groups experience and perceive downtown.

[EXPLORE THE RESULTS](#)

FIRST

86%

said their main reasons for visiting downtown are

**Restaurants, cafes and coffee shops**

SECOND

60%

said their main reasons for visiting downtown are

**Concerts, theatre, art and cultural events**



# Many thanks

*to the organizations that shared data and context for this report:*

- 
- CBRE
  - Colliers International
  - Daniel Corporation
  - Dobbins Group
  - EGS/Cushman Wakefield
  - Graham & Co
  - Greater Birmingham Convention & Visitors Bureau
  - Harbert Realty
  - J.H. Berry & Gilbert, Inc.
  - Retail Strategies
  - Shannon Waltchack
  - Tessa Commercial Real Estate



BIRMINGHAM

REV Birmingham is a place-based revitalization and economic development nonprofit with a mission to create vibrant commercial districts. REV's team believes good data is essential to understanding a place and helping it grow. This Downtown Birmingham Economic Vitality Report is released twice a year to help identify downtown's strengths and opportunities.

---

See more data and get in touch with REV's downtown team.

[LEARN MORE](#)