



Contact: Mattie Kehl

Homewood Chamber of Commerce
Marketing & Community Relations Manager
marketing@homewoodchamber.org
334-324-6407

FOR IMMEDIATE RELEASE

HOMEWOOD BEAUTIFICATION BOARD HONORS EL BARRIO, PARAMOUNT & WEST ROW WITH QUARTERLY AWARD

Homewood, AL – The Homewood Beautification Board, in partnership with the Homewood Chamber of Commerce, is proud to present the Quarterly Beautification Award to El Barrio, Paramount and West Row, recognizing the transformation of the former Econo Lodge property into a new destination in West Homewood.

Located at 195 Oxmoor Road, West Row has transformed the property into a vibrant mixed-use development featuring residential lofts and townhomes, commercial space, landscaped areas and gathering spaces. The development is anchored by new Homewood locations of Birmingham restaurants El Barrio and Paramount.

“West Homewood is an important part of our community, and it’s exciting to see this area continue to grow and evolve,” said Shay Gartman, Executive Director of the Homewood Chamber of Commerce. “The transformation of this property has created a welcoming space for residents, businesses and visitors to enjoy, and we’re excited to recognize the thought and investment that went into bringing West Row, El Barrio and Paramount to Homewood.”

The Beautification Award honors businesses, organizations and developments that enhance the visual appeal, character and community pride of Homewood. West Row, El Barrio and Paramount exemplify these qualities through the thoughtful transformation of the property, attention to design and landscaping, and creation of a new gathering place in West Homewood.

About West Row

West Row is a mixed-use development in West Homewood featuring townhomes, loft apartments and commercial space occupied by El Barrio and Paramount.

About El Barrio & Paramount

El Barrio and Paramount are Birmingham restaurant concepts known for their food, entertainment and hospitality. Their West Homewood locations bring both established brands to the Homewood community.

About the Homewood Beautification Board

The Homewood Beautification Board is a volunteer organization dedicated to enhancing the beauty and livability of Homewood through initiatives and partnerships that promote environmental stewardship and community pride.

FORMAL RELEASE DATE: AUGUST 31, 2026