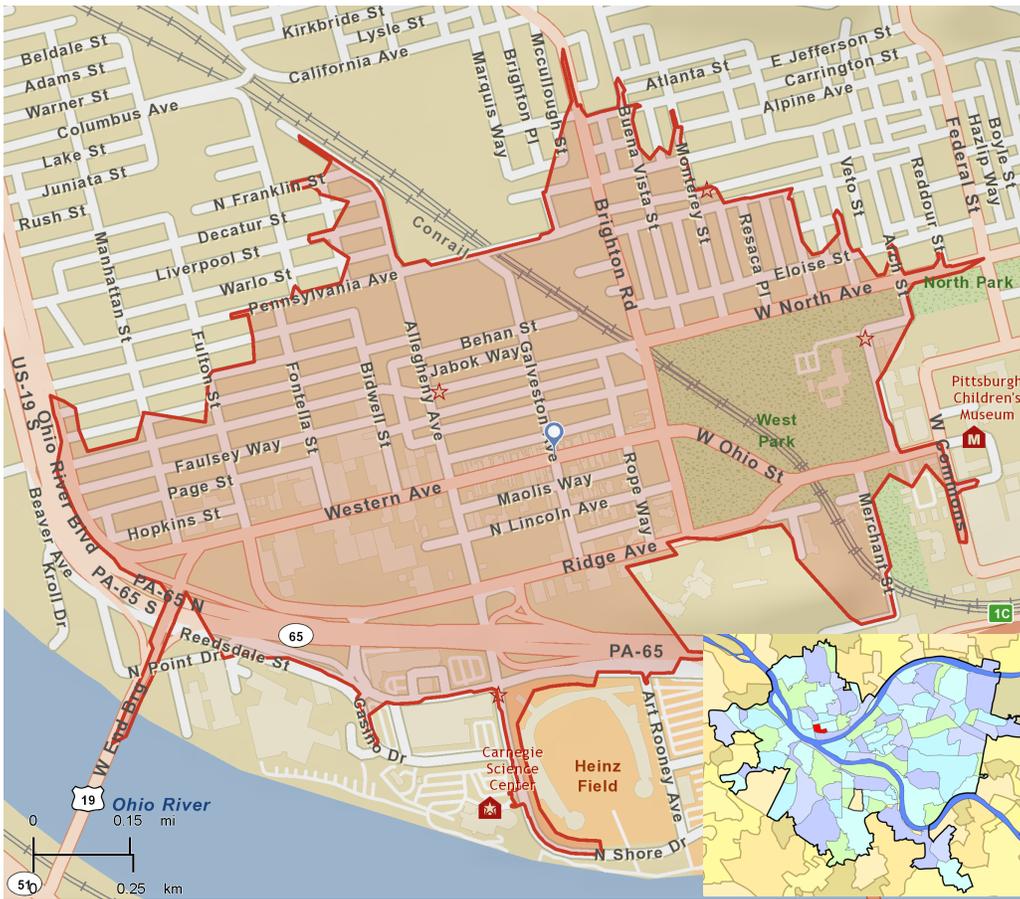


MARKET PROFILE

Western Avenue Commercial District Allegheny West



2015 Business Summary (2 Minute Drive Time)

Number of Businesses:
527

Number of Employees:
5,241

Employees/Residential
Population Ratio*:
1.79:1

Major Industries:
Food & Beverage Stores, Food Services
& Drinking Places, Health and Personal
Care Stores

For more information on the
neighborhood, visit:



Marketplace Profile **	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$6,475,236	\$0	\$6,475,236	100	0
Furniture & Home Furnishing Stores	\$705,893	\$192,234	\$513,659	57.2	2
Electronics and Appliance Stores	\$870,187	\$859,185	\$11,002	0.6	1
Building Materials, Garden Equip. & Supply Stores	\$1,015,669	\$1,063,207	-\$47,508	-2.3	2
Food and Beverage Stores	\$6,116,068	\$5,793,809	\$321,259	2.7	6
Health and Personal Care Stores	\$1,855,116	\$4,003,264	-\$2,148,148	-36.7	1
Gasoline Stations	\$3,166,682	\$639,232	\$2,527,450	66.4	1
Clothing & Clothing Accessories Stores	\$2,035,673	\$120,916	\$1,914,757	88.8	1
Sporting Goods / Hobby / Music / Book Stores	\$930,863	\$288,677	\$642,182	52.7	2
General Merchandise Stores	\$4,780,496	\$0	\$4,780,496	100.0	0
Nonstore Retailers	\$3,941,617	\$692,825	\$3,248,792	70.1	2
Food Services & Drinking Places	\$3,699,016	\$4,246,692	-\$547,676	-6.9	16

**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. The Leakage/Surplus Factor measures 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. The NAICS is used to classify businesses by their primary type of economic activity.

*This ratio indicates the number of employees working in the area versus the number of residents. A higher ratio indicates more commercial presence.

Western Avenue Commercial District



Demographic Data	2010	2014	2019 (Projected)	Annual Rate of Change (2014-2019)
Population	2,294	2,927	2,922	-0.03%
Households	1,753	1,754	1,760	0.07%
Median Age	40.3	41.3	42.6	0.63%
% 0-9	8.2%	8.1%	8.2%	0.25%
% 10-14	4.2%	3.6%	3.4%	-1.11%
% 15-24	12.1%	11.4%	10.9%	-0.88%
% 25-34	19.0%	18.2%	16.6%	-1.76%
% 35-44	12.7%	13.1%	13.9%	1.22%
% 45-54	15.3%	14.1%	12.3%	-2.55%
% 55-64	14.8%	15.1%	14.9%	-0.26%
% 65+	13.8%	16.5%	19.8%	4.00%
Median Household Income	***	\$30,015	\$36,457	4.29%
Average Household Income	***	\$50,128	\$60,516	4.14%
Per Capita Income	***	\$28,994	\$35,236	5.00%
Total Housing Units	2,171	2,231	2,279	0.43%
% Owner Occupied Units	25.4%	22.8%	22.2%	-0.53%
% Renter Occupied Units	55.3%	55.8%	55.0%	-0.29%
% Vacant Housing Units	19.3%	21.4%	22.8%	1.31%
Median Home Value	***	\$153,614	\$208,333	7.12%

Traffic Count Profile	Closest Cross-Street	Count
Ridge Ave	Galveston Ave	7,348
Allegheny Ave	Maolis Way	9,007
Brighton Rd	W Ohio St	3,192
Pa 65	Allegheny Ave	5,668
W North Ave	Riggo Way	4,060
Brighton Rd	Boquet St	7,373
State Rte 65	Scotland St	42,140
Reedsdale St	Allegheny Ave	9,212
Allegheny Ave	Reedsdale St	1,359
Stadium Dr	N Shore Dr	6,227

Note: This profile measures the number of vehicles which travel through streets nearest to commercial corridor epicenter on a daily basis. All counts from 2012 unless otherwise noted.

2014 Households by Disposable Income	
<\$15,000	31.1%
\$15,000—\$24,999	17.3%
\$25,000—\$34,999	12.4%
\$35,000—\$49,999	10.7%
\$50,000—\$74,999	12.3%
\$75,000—\$99,999	7.6%
\$100,000—\$149,999	6.4%
\$150,000+	2.1%
Median Disposable Income	\$25,965

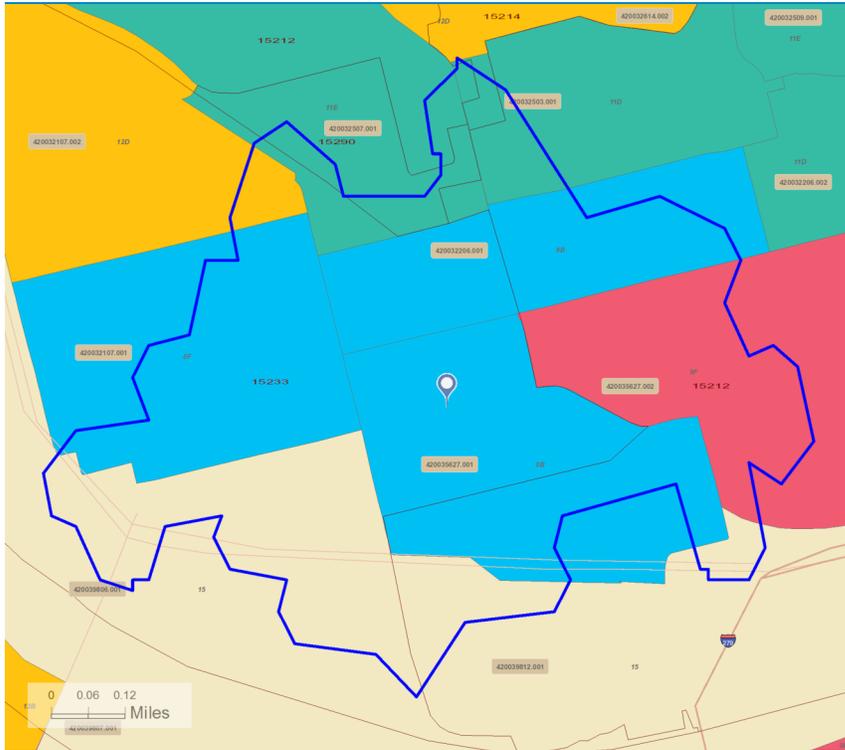
Note: Disposable income is after-tax household income.

2014 Educational Attainment (Ages 25+)	
No High School Diploma	10.9%
High School Diploma or Some College	39.8%
Associates Degree	7.9%
Bachelor's Degree	24.9%
Graduate or Professional Degree	16.6%

Spending Potential Index	
Apparel and Services	48
Computers and Accessories	72
Education	72
Entertainment / Recreation	70
Food at Home	71
Food Away from Home	71
Health Care	67
Household Furnishing and Equipment	62
Investment	66
Retail Goods	66
Shelter	73
TV / Video / Sound Equipment	72
Travel	67
Vehicle Maintenance and Repairs	70
Total Expenditures	68

Note: The Spending Potential Index is household-based, and represents the asset value or amount spent for a product or service relative to the national average of 100. Values higher than 100 indicate spending above the national average, and values lower than 100 indicate lower spending than the national average.

Western Avenue Commercial District



ESRI Tapestry Segmentation Area Profile

Neighborhood Quick Facts*

- 7th highest % of residents with college degrees in Pittsburgh
- Number of bus lines in neighborhood: 1
- Persons per sq. mile: 7,998

* The Walk Score is a measure between 0 and 100 that measures the ease of accessing amenities and running errands by walking. For more information, see <http://www.walkscore.com/>

TAPESTRY SEGMENT DESCRIPTIONS

Emerald City (52.4%)

Emerald City's denizens live in lower-density neighborhoods of urban areas throughout the country. Young and mobile, they are more likely to rent. Well educated and well employed, half have a college degree and a professional occupation. Incomes close to the US median come primarily from wages and self-employment. This group is highly connected, using the Internet for entertainment and making environmentally friendly purchases. Long hours on the Internet are balanced with time at the gym. Many embrace the "foodie" culture and enjoy cooking adventurous meals using local and organic foods. Music and art are major sources of enjoyment. They travel frequently, both personally and for business.

Old and Newcomers (24.7%)

This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support environmental causes and Starbucks. Age is not always obvious from their choices.

Social Security Set (12.5%)

Social Security Set is an older market located in metropolitan cities across the country. Over one-third of householders here are aged 65 or older and dependent on low, fixed incomes, primarily Social Security. In the aftermath of the Great Recession, early retirement is now a dream for many approaching the retirement age; wages and salary income in this market are still earned. Residents live alone in low-rent, high-rise buildings, located in or close to business districts that attract heavy daytime traffic. But they enjoy the hustle and bustle of life in the heart of the city, with the added benefit of access to hospitals, community centers, and public transportation.

Note: ESRI is an independent geographic information systems (GIS) corporation and is not affiliated with the Urban Redevelopment Authority of Pittsburgh. This analysis utilizes socioeconomic and marketing data to identify distinct segments of the population, map where they reside, and describe their socioeconomic qualities and consumer preferences. **More information on tapestry segments and segment descriptions can be found at: <http://www.esri.com/library/whitepapers/pdfs/community>**



Business District Programs

The Pittsburgh Biz Buzz Small Grant Program

This program is designed for community organizations that are working to spur neighborhood business district revitalization using the 48x48x48 strategy of short and medium term achievable projects, determining what you can do in 48 hours, 48 days and 48 weeks.

The program aims to bring newcomers into your neighborhood business district and create a "buzz" about your business district through media and word of mouth.

For more information about applications and eligibility, visit:

http://www.ura.org/business_owners/mainstreets.php

Neighborhood Business District Program

This program strives to ensure the health of the City's traditional neighborhood commercial districts using the National Main Street Center's Four Point Approach which considers: economic restructuring, promotion, design and sustainability.

To learn more about this program, contact [Josette Fitzgibbons](mailto:jfitzgibbons@ura.org) at (412) 255-6686 or visit:

http://www.ura.org/business_owners/mainstreets.php

Façade Improvement Programs

Restored storefronts improve the pedestrian environment, attract more customers, and encourage economic development and investment. The URA offers several different façade improvement programs designed for commercial building owners and tenants to improve their storefronts. Your location determines your building's façade improvement program eligibility.

For more information about applications and eligibility, contact [Quianna Wasler](mailto:Quianna.Wasler@ura.org) at (412) 255-6550 or visit:

http://www.ura.org/business_owners/facade_program.php



Allegheny West Rooftops

Photo: Robert Strovers / Artistic Pursuits

Featured Business: The Parador Inn



Type of Business: Inn

URA Program Utilized: Storefront Renovation Program

URA Investment: \$6,800

Private Investment: \$10,200

Total Project Investment: \$17,000

Contacts

Allegheny West Website:
www.alleghenywest.org/

Northside Leadership Conference:
www.pittsburghnorthside.com/

Northside Northshore Chamber of Commerce:
www.northsidechamberofcommerce.com/

Northside Community Development Fund:
www.nscdfund.org/

Urban Redevelopment Authority of Pittsburgh:

All data from ESRI Business Analyst 2015 unless otherwise noted.

*Data applies to neighborhood boundary and not study area. Source: PGHSNAP, Dept. of City Planning

For More Information:

For additional market value analysis data, contact [Josette Fitzgibbons](mailto:jfitzgibbons@ura.org) at jfitzgibbons@ura.org

Department of City Planning SNAP Neighborhood Data: <http://www.pittsburghpa.gov/dcp/snap/>

Pittsburgh Neighborhood Community Indicator Systems (PNCIS) ACS 2005-2009 Neighborhood Profiles:

http://www.ucsur.pitt.edu/neighborhood_reports_acs.php