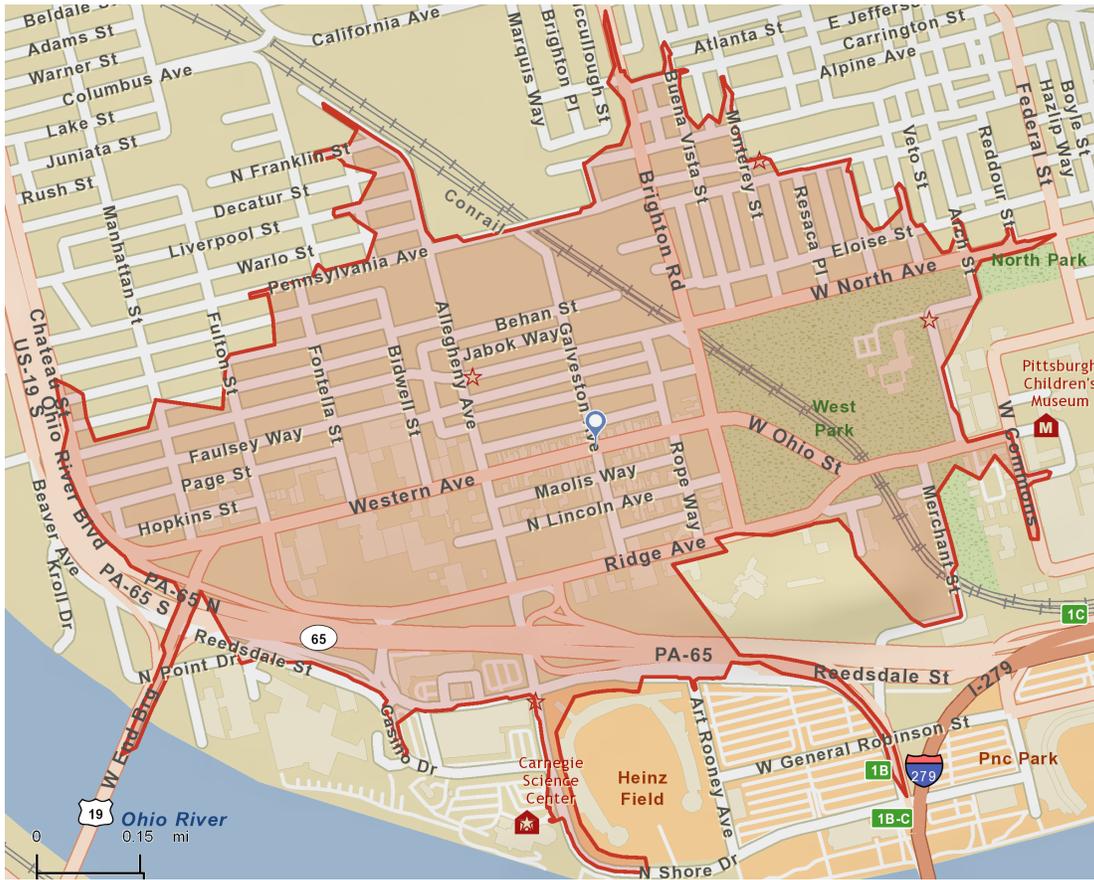


MARKET PROFILE
Allegheny West Commercial District
 Allegheny West



2013 Business Summary

Number of Businesses:
266

Number of Employees:
2506

Employees/Residential
Population Ratio*:
1.12

Major Industries:
Food services & drinking places, Health
Care & Social Assistance, Construction,
Central Bank/Credit Intermediation &
Related Activities

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	\$3,776,992	\$35,948	\$3,741,044	98.1	0
Furniture & Home Furnishing Stores	\$438,223	\$48,358	\$389,865	80.1	1
Electronics and Appliance Stores	\$584,533	\$333,632	\$250,901	27.3	2
Building Materials, Garden Equip. & Supply Stores	\$586,494	\$967,870	-\$381,375	-24.5	1
Food and Beverage Stores	\$4,165,549	\$2,612,944	\$1,552,606	22.9	4
Health and Personal Care Stores	\$1,346,915	\$230,995	\$1,115,920	70.7	0
Gasoline Stations	\$2,285,187	\$0	\$2,285,187	100.0	0
Clothing & Clothing Accessories Stores	\$1,325,740	\$253,630	\$1,072,110	67.9	2
Sporting Goods / Hobby / Music / Book Stores	\$645,570	\$209,141	\$436,429	51.1	2
General Merchandise Stores	\$3,248,248	\$44,544	\$3,203,704	97.3	0
Nonstore Retailers	\$2,083,099	\$319,252	\$1,763,847	73.4	1
Food Services & Drinking Places	\$2,344,848	\$1,378,732	\$966,116	25.9	11

**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.

Allegheny West Commercial District



Demographic Data	2010	2012	2017 (Projected)	Annual Rate of Change (2012-2017)
Population	2,249	2,237	2,229	-0.07%
Households	1,349	1,332	1,336	0.06%
Median Age	34.8	36.1	36.9	0.44%
% 0-9	7%	6.9%	6.7%	0.0%
% 10-19	15.4%	13.4%	12.4%	-1.49%
% 20-24	7.5%	7.6%	7.3%	-0.79%
% 25-34	13.3%	14.5%	14.5%	0.0%
% 35-44	15.6%	12.5%	12.8%	0.48%
% 45-54	12.3%	14.7%	12.6%	-2.86%
% 55-64	7.3%	10.9%	12.9%	3.67%
% 65+	14.6%	13.3%	14.3%	1.50%
Median Household Income	\$27,591	\$27,591	\$34,286	3.13%
Average Household Income	\$42,650	\$42,650	\$50,202	3.12%
Per Capita Income	\$24,842	\$24,842	\$29,366	3.24%
Total Housing Units	5,361	5,315	5,306	-0.03%
% Owner Occupied Units	52.5%	42.6%	43.8%	0.56%
% Renter Occupied Units	34.2%	32.3%	31.8%	-0.31%
% Vacant Housing Units	13.4%	21.5%	24.4%	2.70%
Median Home Value	\$36,684	\$55,482	\$69,343	4.99%

Traffic Count Profile	Closest Cross-Street	Count
Ridge Ave	Galveston Ave	7,677
Allegheny Ave	Maolis Way	9,771
Brighton Rd	W Ohio St	3,595
Pa 65	Allegheny Ave	5,531
W North Ave	Riggo Way	3,984
Brighton Rd	Boquet St	7,677
State Rte 65	Scotland St	42,140
Reedsdale St	Allegheny Ave	9,207
Allegheny Ave	Reedsdale St	1,384
Stadium Dr	Reedsdale St	5,932

Note: This profile measures the number of vehicles which travel through streets nearest to commercial corridor epicenter on a daily basis. All counts from 2009 unless otherwise noted.
*Year of count: 2007

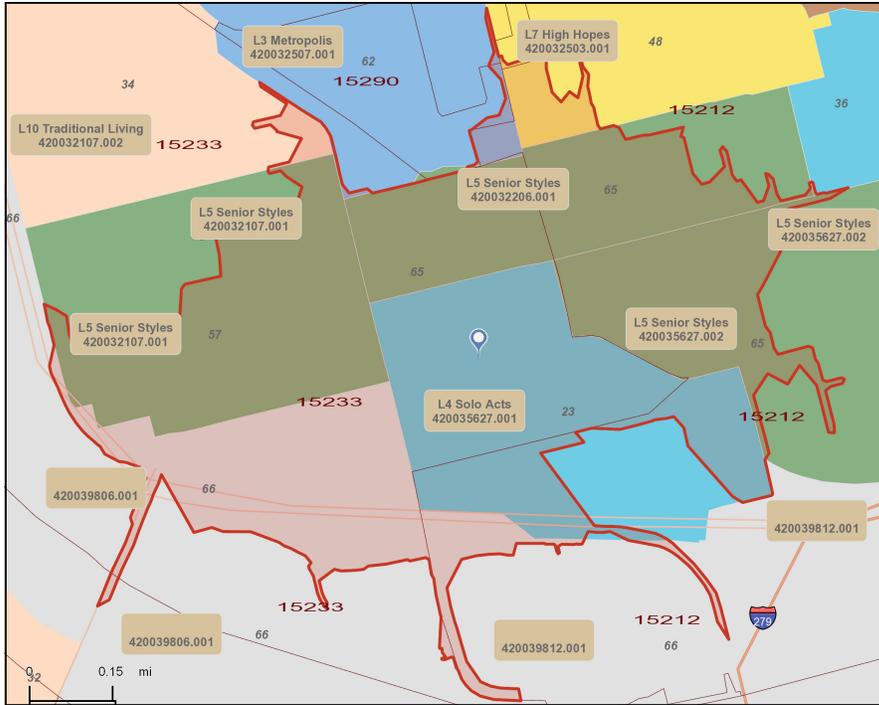
2010 Households by Income	
<\$15,000	30.7%
\$15,000—\$24,999	15.5%
\$25,000—\$34,999	12.1%
\$35,000—\$49,999	13.1%
\$50,000—\$74,999	10.7%
\$75,000—\$99,999	7.1%
\$100,000—\$149,999	8.3%
\$150,000+	2.5%
Median Disposable Income	\$26,707

Note: Disposable income is after-tax household income.

2010 Educational Attainment (Ages 25+)	
No High School Diploma	16.2%
High School Diploma or Some College	57.4%
Associates Degree	10.1%
Bachelor's Degree	11.1%
Graduate or Professional Degree	5.3%

Spending Potential Index	
Apparel and Services	45
Computers and Accessories	62
Education	65
Entertainment / Recreation	63
Food at Home	67
Food away from Home	65
Health Care	67
Household Furnishing and Equipment	53
Investment	52
Retail Goods	61
Shelter	60
TV / Video / Sound Equipment	67
Travel	56
Vehicle Maintenance and Repairs	64

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.



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
- Walk Score: 71

* 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

Social Security Set (41.2%)

Limited resources somewhat restrict the activities and purchases of residents in Social Security Set neighborhoods. They shop at discount stores but prefer grocery stores close to home. Many depend on Medicare or Medicaid to pay their health care costs. They bank in person and pay cash when they shop. Many purchase renter's insurance. Most households subscribe to cable television; residents enjoy their daytime and prime time TV. They watch game shows, a variety of sports, and entertainment news shows. This high viewership provides an easy way to reach these residents. Avid newspaper readers, many will read two or more to stay current on sports and the news.

Simple Living (31.9%)

The lifestyle of these residents is reflected by their ages; younger people go to nightclubs and play musical instruments; seniors refinish furniture and go saltwater fishing. Community activities are also important to the latter; they join fraternal orders and veterans' clubs. *Simple Living* households spend wisely on a restricted budget. They buy the essentials at discount stores and occasionally treat themselves to dinner out and a movie. Cable TV is a must for these frequent viewers of family programs, news programs, and game shows. They are big fans of daytime TV. Owning a personal computer, cell phone, or DVD player isn't important.

Trendsetters (20.7%)

Trendsetters residents are spenders; they shop in stores, online, and by phone. Fashion-conscious residents buy essentials at discount warehouse stores and branded clothing from stores such as Banana Republic, Gap, Nordstrom, and Macy's. To stay current on trends, they read fashion and epicurean magazines. They listen to classical, alternative music, public and all-news radio. They are politically liberal. To keep in touch, Trendsetters residents are never far from their electronic gadgets and computers. They own the latest and greatest laptop computers, PDAs, and iPods. They go online frequently to shop, make travel reservations, research real estate or investment information, and watch videos. Many young residents are beginning to invest, especially in bonds or CDs. Health-conscious residents buy natural/organic foods, take vitamins, and exercise regularly. They go downhill skiing and practice yoga. They also travel, go to the movies, attend rock concerts, and read— especially nonfiction and biographies. When they watch TV they prefer movie channels or MTV.

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 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

Mainstreets 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. Every \$1 invested by Mainstreets Pittsburgh produces \$31 in private investment for Pittsburgh neighborhoods.

To learn more about this program, contact [Josette Fitzgibbons](#) 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](#), a URA Mainstreets Development Specialist, at (412) 255-6550 or visit:

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



*Allegheny West Rooftops
Photo: Robert Strovers / Artistic Pursuits*

Contacts

Allegheny West Website:
<http://www.alleghenywest.org/>

Northside Leadership
Conference: [http://
www.pittsburghnorthside.com/](http://www.pittsburghnorthside.com/)

Northside Northshore Chamber
of Commerce: [http://
www.northsidechamberofcomm
erce.com/](http://www.northsidechamberofcommerce.com/)

Northside Community
Development Fund: [http://
www.nscdfund.org/](http://www.nscdfund.org/)

Urban Redevelopment
Authority of Pittsburgh: [http://
www.ura.org/](http://www.ura.org/)

All data from ESRI Business Analyst 2013 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 at jfifitzgibbons@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