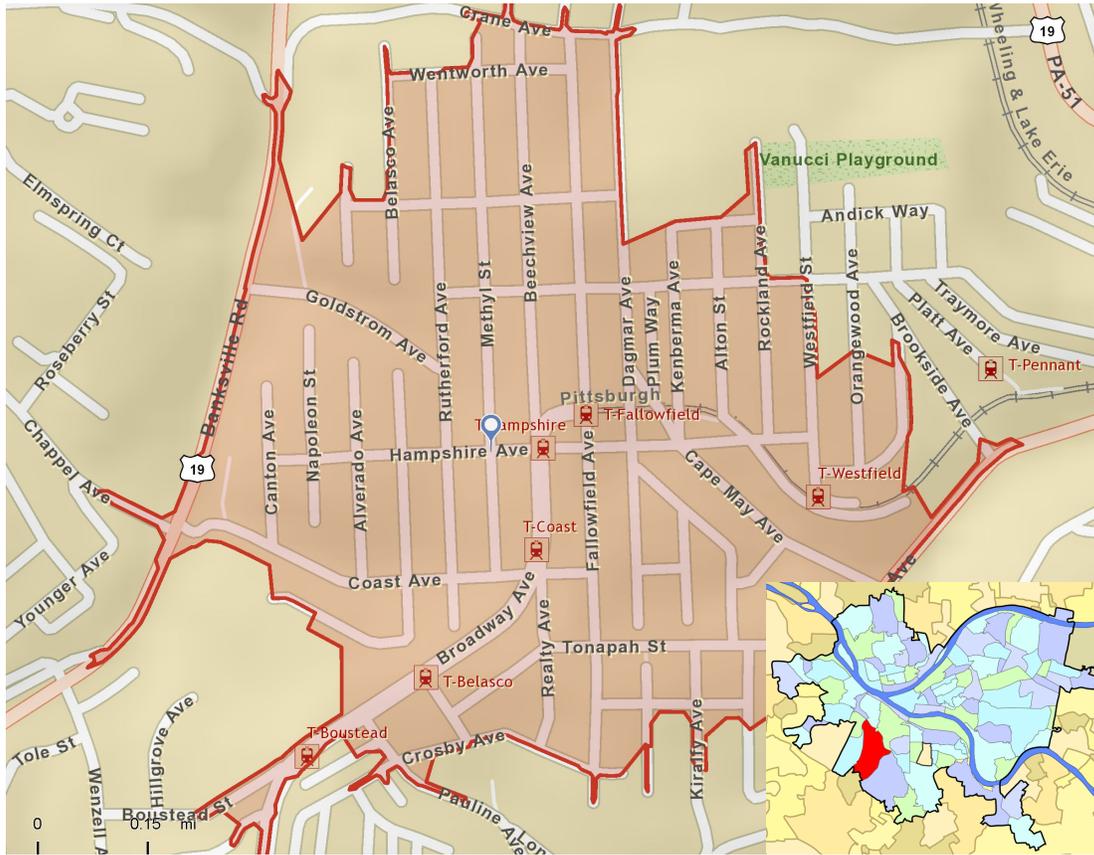


**Broadway Avenue Commercial District
Beechview**



**2015 Business Summary
(2 Minute Drive Time)**

Number of Businesses:
209

Number of Employees:
582

Employees/Residential
Population Ratio*:
0.14:1

Major Industries:
Motor Vehicle & Parts Dealers,
Gasoline Stations, Food Services &
Drinking Places

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	\$6,394,157	\$25,092,157	-\$18,698,000	-59.4	6
Furniture & Home Furnishing Stores	\$655,935	\$360,718	\$295,217	29.0	1
Electronics and Appliance Stores	\$807,394	\$0	\$807,394	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$957,927	\$0	\$957,927	100.0	0
Food and Beverage Stores	\$5,903,375	\$392,673	\$5,510,702	87.5	1
Health and Personal Care Stores	\$1,829,437	\$0	\$1,829,437	100.0	0
Gasoline Stations	\$3,181,329	\$9,009,340	-\$5,828,011	-47.8	3
Clothing & Clothing Accessories Stores	\$1,874,530	\$0	\$1,874,530	100.0	0
Sporting Goods / Hobby / Music / Book Stores	\$897,794	\$0	\$897,794	100.0	0
General Merchandise Stores	\$4,593,779	\$0	\$4,593,779	100.0	0
Nonstore Retailers	\$3,829,151	\$103,300	\$3,725,851	94.7	1
Food Services & Drinking Places	\$3,374,173	\$1,664,283	\$1,709,890	33.9	7

**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.

Broadway Avenue Commercial District



Demographic Data	2010	2014	2019 (Projected)	Annual Rate of Change (2014-2019)
Population	4,263	4,257	4,279	0.10%
Households	1,826	1,843	1,862	0.21%
Median Age	34.8	36.0	37.7	0.94%
% 0-9	12.3%	11.6%	11.5%	-0.17%
% 10-14	5.0%	5.7%	5.3%	-1.40%
% 15-24	14.0%	12.2%	12.1%	-0.16%
% 25-34	19.0%	18.9%	16.4%	-2.65%
% 35-44	12.1%	13.7%	15.2%	2.19%
% 45-54	14.2%	12.6%	11.5%	-1.75%
% 55-64	11.2%	12.7%	12.8%	-0.16%
% 65+	12.0%	12.6%	15.0%	3.81%
Median Household Income	***	\$36,920	\$42,355	2.78%
Average Household Income	***	\$44,595	\$52,831	3.45%
Per Capita Income	***	\$19,232	\$22,887	3.54%
Total Housing Units	2,091	2,119	2,137	0.17%
% Owner Occupied Units	50.5%	47.7%	47.4%	-0.13%
% Renter Occupied Units	36.8%	39.3%	39.7%	0.20%
% Vacant Housing Units	12.7%	13.0%	12.9%	-0.15%
Median Home Value	***	\$94,040	\$112,071	3.57%

Traffic Count Profile	Closest Cross-Street	Count
Broadway Ave	Hampshire Ave	2,044
Banksville Rd	Goldstrom Ave	24,610
Broadway Ave	Crosby Ave	2,146

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	23.1%
\$15,000—\$24,999	16.6%
\$25,000—\$34,999	15.8%
\$35,000—\$49,999	18.3%
\$50,000—\$74,999	17.3%
\$75,000—\$99,999	4.9%
\$100,000—\$149,999	3.2%
\$150,000+	0.8%
Median Disposable Income	\$30,748

Note: Disposable income is after-tax household income.

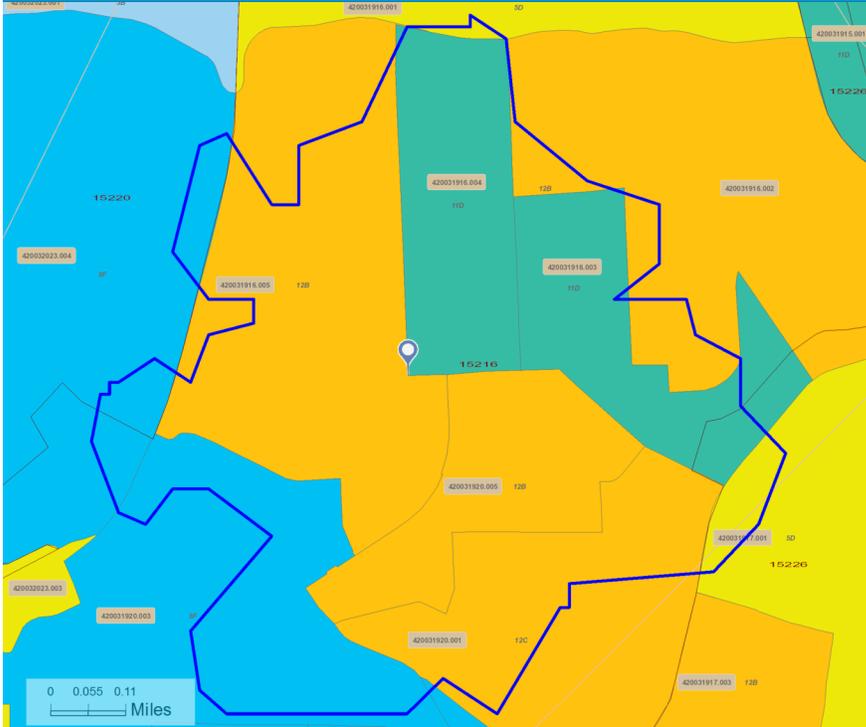
2014 Educational Attainment (Ages 25+)	
No High School Diploma	9.2%
High School Diploma or Some College	52.7%
Associates Degree	11.0%
Bachelor's Degree	17.0%
Graduate or Professional Degree	10.0%

Spending Potential Index	
Apparel and Services	42
Computers and Accessories	62
Education	62
Entertainment / Recreation	63
Food at Home	65
Food Away from Home	62
Health Care	63
Household Furnishing and Equipment	55
Investment	46
Retail Goods	61
Shelter	62
TV / Video / Sound Equipment	66
Travel	57
Vehicle Maintenance and Repairs	63
Total Expenditures	59

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.

Last Updated June 15

Broadway Avenue Commercial District



ESRI Tapestry Segmentation Area Profile

Neighborhood Quick Facts*

- 9th most populous neighborhood in Pittsburgh
- Home to the world's steepest paved street
- Number of bus lines in neighborhood: 1 and T service
- Persons per sq. mile: 5,622 (City average: 5,646)
- Walk Score: 56

* 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

Traditional Living (45.4%)

Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun

Set to Impress (33.6%)

Set to Impress is depicted by medium to large multiunit apartments with lower than average rents. These apartments are often nestled into neighborhoods with other businesses or single-family housing. Nearly one in three residents is 20 to 34 years old, and over half of the homes are nonfamily households. Although many residents live alone, they preserve close connections with their family. Income levels are low; many work in food service while they are attending college. This group is always looking for a deal. They are very conscious of their image and seek to bolster their status with the latest fashion. Set to Impress residents are tapped into popular music and the local music scene

Small Town Simplicity (12.0%)

Small Town Simplicity includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semirural, with television for entertainment and news, and emphasis on convenience for both young parents and senior citizens. Residents embark on pursuits including online computer games, scrapbooking, and rural activities like hunting and fishing. Since almost 1 in 4 households is below poverty level, residents also keep their finances simple—paying bills in person and avoiding debt.

Old and Newcomers (8.9%)

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.

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:Josette.Fitzgibbons@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



Mural in Beechview

Featured Business: PS Salon and Spa



Type of Business: Salon

URA Program Utilized: Storefront Renovation Program

URA Investment: \$4,077.50

Private Investment: \$4,077.50

Total Project Investment: \$8,155.00

Contacts

Beechview Merchant's Association:
www.beechviewmerchants.org

Beechview Welcome Page:
www.beechview.org/

Urban Redevelopment Authority of Pittsburgh:
www.ura.org/

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:Josette.Fitzgibbons@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