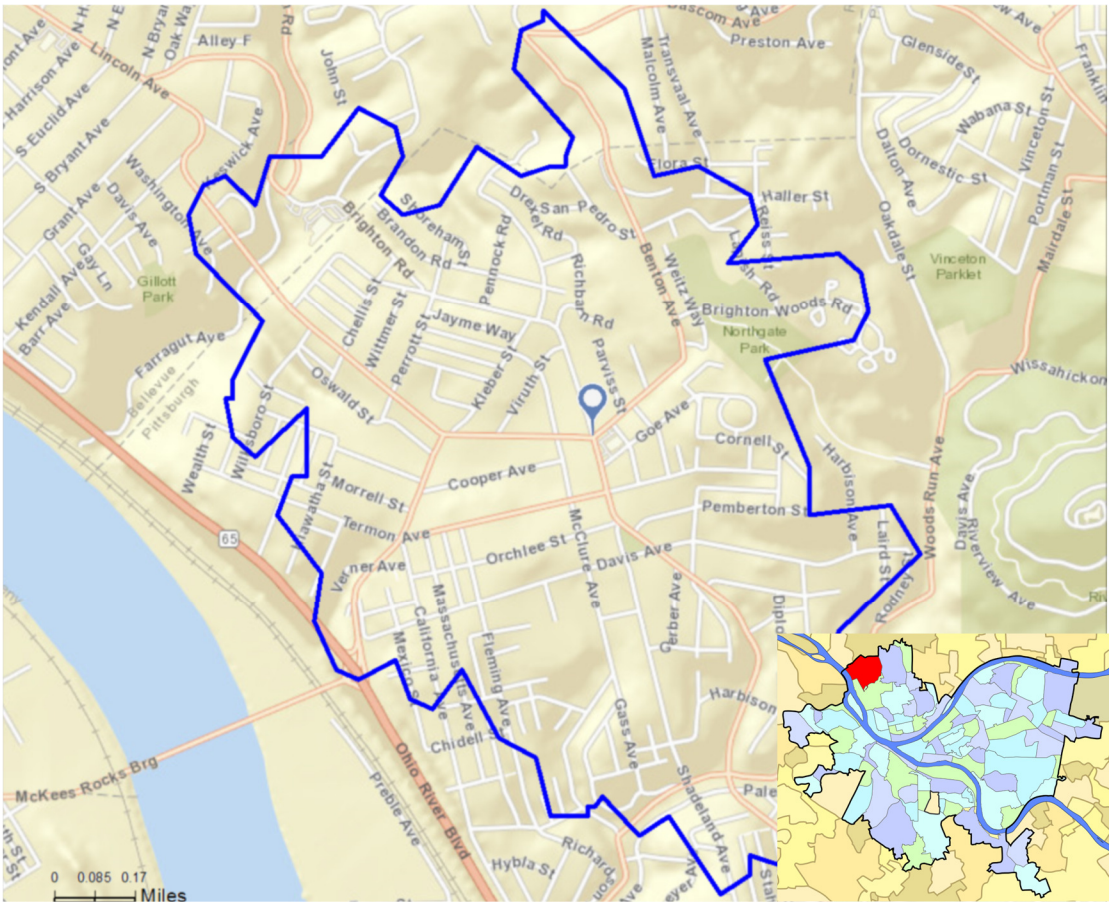
MARKET PROFILE

Brighton Rd and California Ave Commercial District

Brighton Heights

ura
Urban Redevelopment Authority of Pittsburgh



2016 Business Summary (2 Minute Drive Time)

Number of Businesses:
142

Number of Employees:
961

Employees/Residential Population Ratio*:
0.16:1

Major Industries:
Food & Beverage Stores, Health & Personal Care Stores, Motor Vehicle & Parts Dealers

For more information on the neighborhood, visit:

PITTSBURGHCITYLIVING.COM

Marketplace Profile**	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	$18,853,969	$2,150,803	$16,703,166	79.5	2
Furniture & Home Furnishing Stores	$2,418,609	$5,459,024	-$3,040,415	-38.6	1
Electronics and Appliance Stores	$4,280,727	$973,282	$3,307,445	63.0	2
Building Materials, Garden Equip. & Supply Stores	$3,866,031	$0	$3,866,031	100.0	0
Food and Beverage Stores	$16,426,709	$14,080,323	$2,346,386	7.7	6
Health and Personal Care Stores	$3,828,364	$4,097,725	-$269,361	3.4	4
Gasoline Stations	$5,690,896	$0	$5,690,896	100.0	0
Clothing & Clothing Accessories Stores	$3,990,509	$0	$3,990,509	100.0	0
Sporting Goods / Hobby / Music / Book Stores	$2,537,594	$115,454	$2,422,140	91.3	1
General Merchandise Stores	$13,537,750	$0	$13,537,750	100.0	0
Nonstore Retailers	$2,818,161	$202,180	$2,615,981	86.6	1
Food Services & Drinking Places	$8,308,895	$3,122,194	$5,186,701	45.4	14

**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.

Last Updated October 16

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Demographic Data	2010	2015	2020 (Projected)	Annual Rate of Change (2015-2020)
Population	6,066	5,999	5,992	-0.02%
Households	2,763	2,778	2,793	0.14%
Median Age	41.7	42.7	43.0	0.52%
% 0-9	11.1%	11.4%	11.1%	-0.53%
% 10-14	5.8%	5.1%	5.9%	1.54%
% 15-24	11.1%	10.8%	10.1%	-1.64%
% 25-34	13.6%	13.3%	11.9%	-1.65%
% 35-44	12.7%	13.5%	12.4%	0.48%
% 45-54	15.2%	15.6%	14.5%	-1.59%
% 55-64	13.7%	15.2%	15.0%	-0.26%
% 65+	16.8%	18.2%	20.7%	3.28%
Median Household Income	***	$47.077	$54,703	3.56%
Average Household Income	***	$59,409	$67,998	3.76%
Per Capita Income	***	$27,393	$31,559	3.96%
Total Housing Units	3,081	3,114	3,134	0.11%
% Owner Occupied Units	57.9%	54.6%	54.8%	-0.04%
% Renter Occupied Units	31.8%	34.6%	34.4%	0.12%
% Vacant Housing Units	10.3%	10.8%	10.9%	-0.19%
Median Home Value	***	$130,152	$151,601	4.39%

Traffic Count Profile	Closest Cross-Street	Count
Termon Ave	Brighton Rd	1,162
Termon Ave	Atkins St	856
Termon Ave	Fleming Ave	3,650
Benton Ave	Hofburn St	3,781
California Ave	Morrell St	8,841
Davis Ave	Grenada St	6,345
Ohio River Blvd	Millerton Ave	5,535
Ohio River Blvd	Footbridge	8,175
Ohio River Blvd	Millerton Ave	7,176
Jacks Run Rd	Brighton Rd	2,291

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.

2015 Households by Disposable Income	
<$15,000	20.8%
$15,000—$24,999	12.0%
$25,000—$34,999	12.7%
$35,000—$49,999	15.7%
$50,000—$74,999	22.6%
$75,000—$99,999	8.1%
$100,000—$149,999	6.4%
$150,000+	1.8%
Median Disposable Income	$38,226

Note: Disposable income is after-tax household income.

2015 Educational Attainment (Ages 25+)	
No High School Diploma	6.8%
High School Diploma or Some College	48.1%
Associates Degree	9.1%
Bachelor's Degree	23.8%
Graduate or Professional Degree	12.1%

Spending Potential Index	
Apparel and Services	52
Computers and Accessories	77
Education	75
Entertainment / Recreation	82
Food at Home	81
Food Away from Home	78
Health Care	84
Household Furnishing and Equipment	71
Investment	66
Retail Goods	78
Shelter	77
TV/Video/Audio	82
Travel	72
Vehicle Maintenance & Repairs	80
Total Expenditures	75

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.

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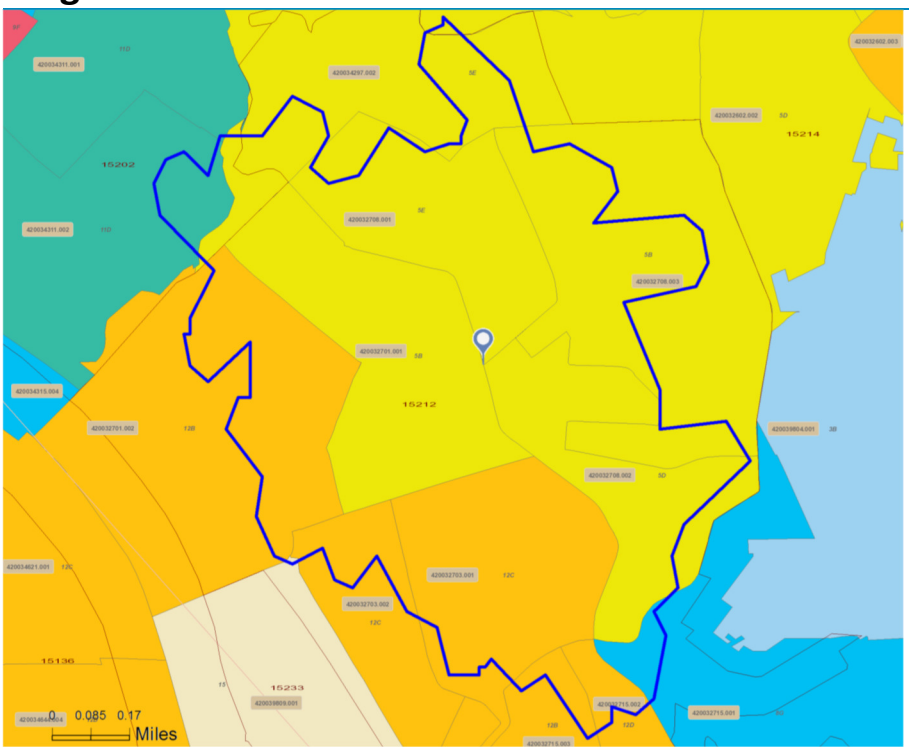

ESRI Tapestry Segmentation Area Profile

Neighborhood Quick Facts*

- 13th largest neighborhood in Pittsburgh by area
- Number of bus lines in neighborhood: 5
- Persons per sq. mile: 7,207 (City average: 5,646)
- Walk Score: 52

* 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

In Style

In Style denizens embrace an urbane lifestyle that includes support of the arts, travel, and extensive reading. They are connected and make full use of the advantages of mobile devices. Professional couples or single households without children, they have the time to focus on their homes and their interests. The population is slightly older and already planning for their retirement.

Small Town Simplicity

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 .

Rustbelt Traditions

The backbone of older industrial cities in states surrounding the Great Lakes, Rustbelt Traditions residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the work force is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. Rustbelt Traditions represents a large market of stable, hard-working consumers with modest incomes but above average net worth (Index 111). Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.

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 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 at (412) 255-6550 or visit:
http://www.ura.org/business_owners/facade_program.php

Brighton Heights California Market, on California Ave. These events are made possible in part with funding from a URA Biz Buzz grant

Contacts

Brighton Heights Citizens' Federation:
www.brightonheights.org/

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

All data from ESRI Business Analyst 2015 unless otherwise noted.
[1]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 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