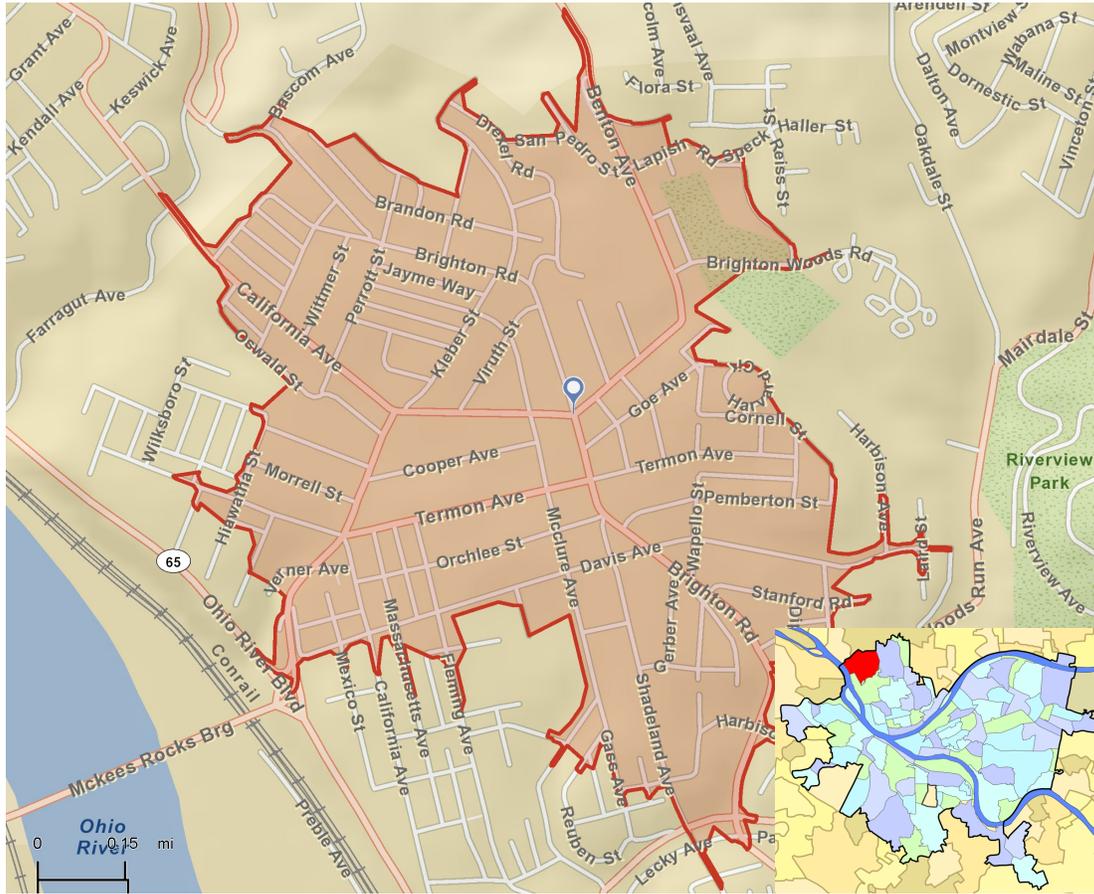


# Brighton Rd and California Ave Commercial District

## Brighton Heights



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

Number of Businesses:  
313

Number of Employees:  
1,097

Employees/Residential  
Population Ratio\*:  
0.18:1

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

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	\$12,344,387	\$1,570,957	\$10,773,430	77.4	3
Furniture & Home Furnishing Stores	\$1,272,968	\$64,512	\$1,208,456	90.4	1
Electronics and Appliance Stores	\$1,548,580	\$110,574	\$1,438,006	86.7	1
Building Materials, Garden Equip. & Supply Stores	\$2,008,545	\$64,049	\$1,944,496	93.8	1
Food and Beverage Stores	\$10,978,098	\$31,066,646	-\$20,088,548	-47.8	7
Health and Personal Care Stores	\$3,531,440	\$5,251,097	-\$1,719,657	-19.6	2
Gasoline Stations	\$5,916,907	\$0	\$5,916,907	100.0	0
Clothing & Clothing Accessories Stores	\$3,525,741	\$225,903	\$3,299,838	88.0	2
Sporting Goods / Hobby / Music / Book Stores	\$1,647,274	\$112,990	\$1,561,284	87.4	1
General Merchandise Stores	\$8,645,249	\$179,801	\$8,465,448	95.9	2
Nonstore Retailers	\$7,373,212	\$1,272,155	\$6,101,057	70.6	2
Food Services & Drinking Places	\$6,423,468	\$868,385	\$5,555,103	76.2	9

\*\*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.

# Brighton Rd and California Ave Commercial District



Demographic Data	2010	2014	2019 (Projected)	Annual Rate of Change (2014-2019)
<b>Population</b>	6,066	6,011	6,005	-0.02%
<b>Households</b>	2,763	2,779	2,798	0.14%
<b>Median Age</b>	41.7	42.4	43.5	0.52%
% 0-9	11.1%	11.4%	11.1%	-0.53%
% 10-14	5.8%	5.2%	5.6%	1.54%
% 15-24	11.1%	11.0%	10.1%	-1.64%
% 25-34	13.6%	13.3%	12.2%	-1.65%
% 35-44	12.7%	12.4%	12.7%	0.48%
% 45-54	15.2%	13.8%	12.7%	-1.59%
% 55-64	13.7%	15.2%	15.0%	-0.26%
% 65+	16.8%	17.7%	20.6%	3.28%
<b>Median Household Income</b>	***	\$45,866	\$54,024	3.56%
<b>Average Household Income</b>	***	\$57,095	\$67,817	3.76%
<b>Per Capita Income</b>	***	\$26,284	\$31,485	3.96%
<b>Total Housing Units</b>	3,081	3,112	3,129	0.11%
% Owner Occupied Units	57.9%	55.2%	55.1%	-0.04%
% Renter Occupied Units	31.8%	34.1%	34.3%	0.12%
% Vacant Housing Units	10.3%	10.7%	10.6%	-0.19%
<b>Median Home Value</b>	***	\$117,699	\$143,524	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.

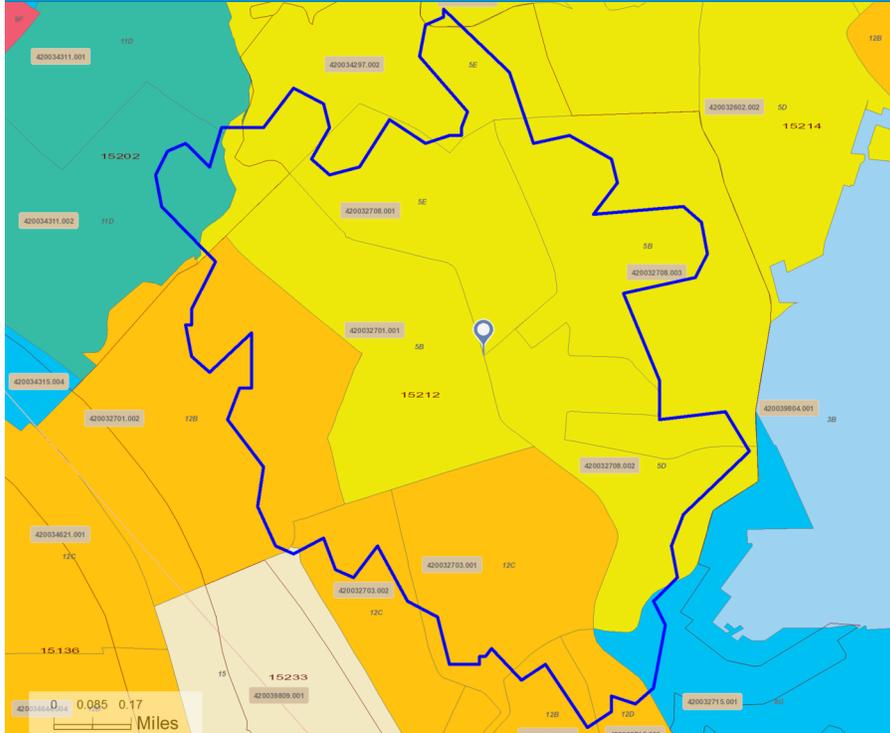
2014 Households by Disposable Income	
<\$15,000	22.0%
\$15,000—\$24,999	12.3%
\$25,000—\$34,999	11.6%
\$35,000—\$49,999	17.5%
\$50,000—\$74,999	22.7%
\$75,000—\$99,999	6.6%
\$100,000—\$149,999	5.6%
\$150,000+	1.7%
<b>Median Disposable Income</b>	\$37,627

Note: Disposable income is after-tax household income.

2014 Educational Attainment (Ages 25+)	
No High School Diploma	8.1%
High School Diploma or Some College	49.3%
Associates Degree	10.6%
Bachelor's Degree	21.2%
Graduate or Professional Degree	10.8%

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



## 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 (30.4%)

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 (24.0%)

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 .

#### Rustbelt Traditions (16.7%)

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.

#### Midlife Constants (13.4%)

Midlife Constants residents are seniors, at or approaching retirement, with below average labor force participation and above average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous, but not spendthrifts.

#### Traditional Living (11.7%)

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 .

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](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](http://www.ura.org/business_owners/facade_program.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](http://www.ura.org/business_owners/mainstreets.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/](http://www.brightonheights.org/)

Urban Redevelopment  
Authority of Pittsburgh:  
[www.ura.org/](http://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](mailto: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](http://www.ucsur.pitt.edu/neighborhood_reports_acs.php)