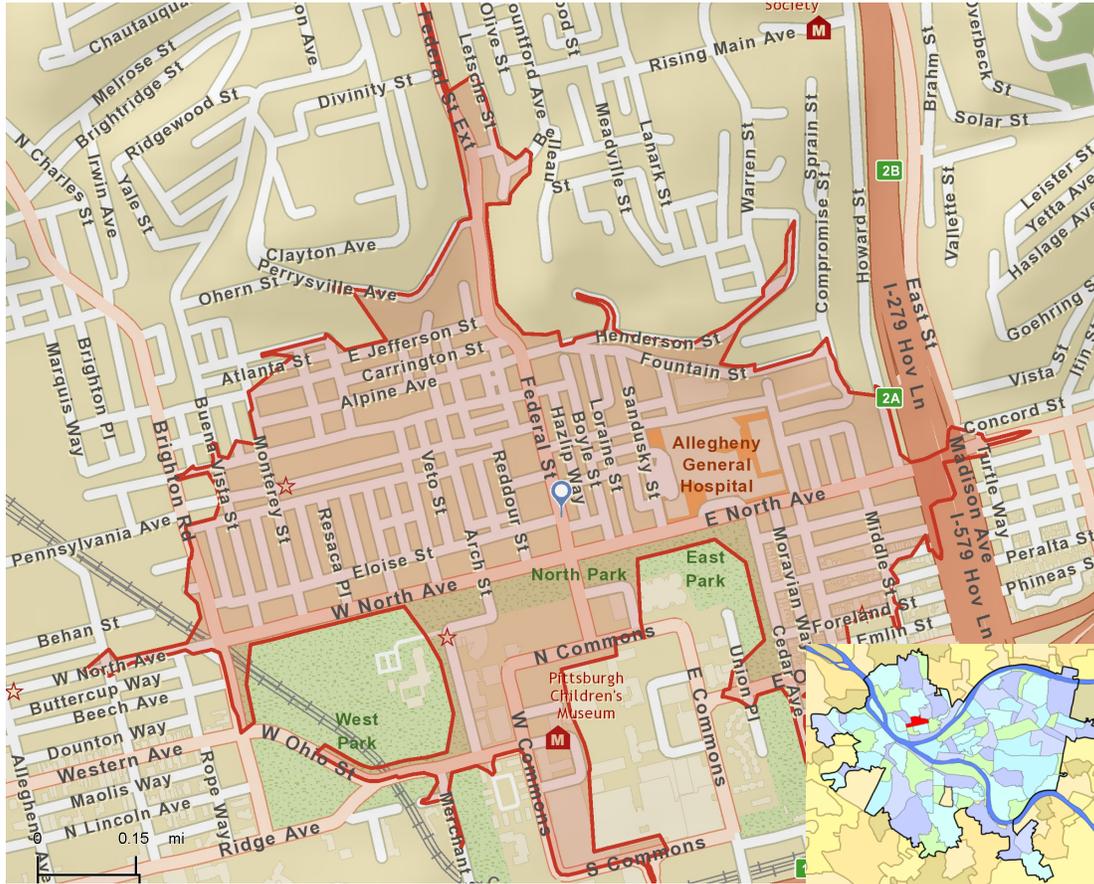


MARKET PROFILE

Federal Street Commercial District Central Northside



2015 Business Summary (2 Minute Drive Time)

Number of Businesses:
431

Number of Employees:
3,958

Employees/Residential
Population Ratio*:
2.84:1

Major Industries:
Food & Beverage Stores, Health &
Personal Care Stores, 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	\$7,494,805	\$311,209	\$7,183,596	92.0	2
Furniture & Home Furnishing Stores	\$822,511	\$0	\$822,511	100.0	0
Electronics and Appliance Stores	\$1,016,565	\$0	\$1,016,656	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$1,128,345	\$73,205	\$1,055,140	87.8	1
Food and Beverage Stores	\$7,268,351	\$4,162,743	\$3,105,608	27.2	7
Health and Personal Care Stores	\$2,168,025	\$3,288,518	-\$1,120,493	-20.5	3
Gasoline Stations	\$3,752,174	\$0	\$3,752,174	100.0	0
Clothing & Clothing Accessories Stores	\$2,414,224	\$0	\$2,414,224	100.0	0
Sporting Goods / Hobby / Music / Book Stores	\$1,093,286	\$74,016	\$1,019,270	87.3	1
General Merchandise Stores	\$5,644,975	\$0	\$5,644,975	100.0	0
Nonstore Retailers	\$4,619,130	\$167,847	\$4,451,283	93.0	2
Food Services & Drinking Places	\$4,334,094	\$1,902,079	\$2,432,015	39.0	8

**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.

Federal Street Commercial District



Demographic Data	2010	2014	2019 (Projected)	Annual Rate of Change (2014-2019)
Population	4,171	3,958	3,827	-0.66%
Households	2,351	2,262	2,200	-0.55%
Median Age	39.1	39.9	40.8	0.45%
% 0-9	9.3%	9.8%	9.9%	0.20%
% 10-19	8.9%	7.9%	7.6%	-0.76%
% 20-24	8.4%	7.8%	7.4%	-1.03%
% 25-34	18.5%	17.6%	16.5%	-1.25%
% 35-44	12.2%	12.8%	13.5%	1.09%
% 45-54	16.5%	15.0%	13.1%	-2.53%
% 55-64	12.9%	14.1%	14.5%	0.57%
% 65+	13.3%	14.9%	17.4%	3.36%
Median Household Income	***	\$28,201	\$33,502	3.76%
Average Household Income	***	\$45,469	\$54,353	3.91%
Per Capita Income	***	\$25,399	\$30,574	4.08%
Total Housing Units	3,202	3,208	3,215	1.24%
% Owner Occupied Units	24.4%	21.5%	20.5%	-0.93%
% Renter Occupied Units	49.0%	49.0%	48.0%	-0.41%
% Vacant Housing Units	26.6%	29.5%	31.5%	1.36%
Median Home Value	***	\$103,728	\$153,529	10.18%

Traffic Count Profile	Closest Cross-Street	Count
Sandusky St	Press Way	4,959
N Commons	Allegheny Center	1,596
Federal St	E Jefferson St	4,020
James St	Dunloa Ave	6,825
Cedar Ave	Virgin Way	21,147
S Commons	Federal St	1,596
Brighton Rd	Boquet St	7,373
Brighton Rd	W Ohio St	3,192

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.

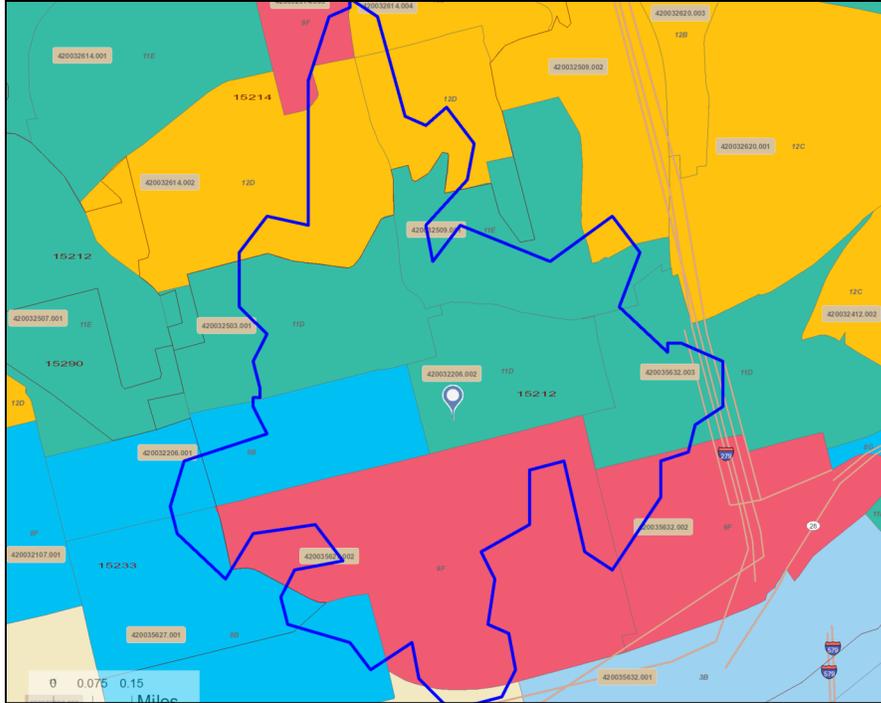
2014 Households by Disposable Income	
<\$15,000	34.8%
\$15,000—\$24,999	15.9%
\$25,000—\$34,999	12.8%
\$35,000—\$49,999	11.4%
\$50,000—\$74,999	11.0%
\$75,000—\$99,999	7.0%
\$100,000—\$149,999	5.3%
\$150,000+	1.7%
Median Disposable Income	\$24,396

Note: Disposable income is after-tax household income.

2014 Educational Attainment (Ages 25+)	
No High School Diploma	12.5%
High School Diploma or Some College	41.2%
Associates Degree	7.6%
Bachelor's Degree	24.1%
Graduate or Professional Degree	14.6%

Spending Potential Index	
Apparel and Services	45
Computers and Accessories	66
Education	66
Entertainment / Recreation	63
Food at Home	66
Food Away from Home	65
Health Care	60
Household Furnishing and Equipment	56
Investment	55
Retail Goods	60
Shelter	68
TV/Video/Audio	67
Travel	58
Vehicle Maintenance & Repair	63
Total Expenditures	62

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*

- 8th densest neighborhood in Pittsburgh
- 5th highest street density (47 miles of streets per acre)
- 2nd highest level of residential investment (\$1,178 of building permits per capita)
- Near historic Mexican War Streets
- Persons per sq. mile: 11,614 (City average: 5,646)
- High number of cottage industries in area
- Walk Score: 85
- Number of bus lines: 12

* 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 (35.1%)

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.

Set to Impress (34.7%)

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.

Social Security Set (16.2%)

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.

Modest Income Homes (8.2%)

Families in this urban segment may be nontraditional; however, their religious faith and family values guide their modest lifestyles. Many residents are primary caregivers to their elderly family members. Jobs are not always easy to come by, but wages and salary income are still the main sources of income for most households. Reliance on Social Security and public assistance income is necessary to support single-parent and multigenerational families. High poverty rates in this market make it difficult to make ends meet. Nonetheless, rents are relatively low (Index 73), public transportation is available, and Medicaid can assist families in need.

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



Featured Business: Crazy Mocha



Type of Business: Coffee Shop

URA Program Utilized: Streetface Loan

URA Investment: \$9,107

Private Investment: \$13,285

Total Project Investment: \$22,392

Central Northside

Contacts

Central Northside Neighborhood Council:
www.alleghenycitycentral.org

Mexican War Streets Society:
www.mexicanwarstreets.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:
www.ura.org

All data from ESRI Business Analyst 2015 unless otherwise noted.

*Data applies to neighborhood boundary and not study area. Source: PGH SNAP, 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