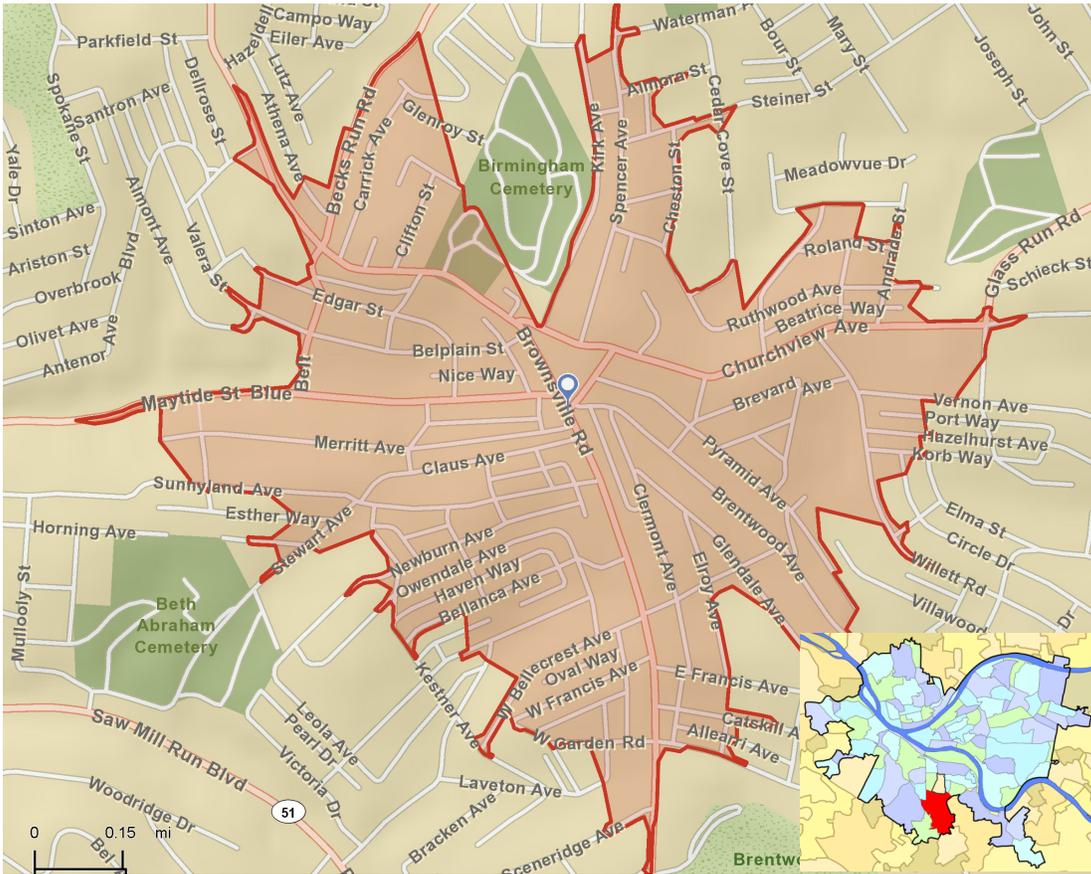


MARKET PROFILE
Brownsville Rd and Sankey Ave Commercial District
Carrick



2015 Business Summary
(2 Minute Drive Time)

Number of Businesses:
331

Number of Employees:
920

Employees/Residential
Population Ratio*:
0.14:1

Major Industries:
Food & Beverage Stores, Gasoline
Stations, Health & Personal Care Stores

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	\$12,533,098	\$3,841,984	\$8,691,114	53.1	3
Furniture & Home Furnishing Stores	\$1,312,727	\$270,149	\$1,042,578	65.9	1
Electronics and Appliance Stores	\$1,608,864	\$271,438	\$1,337,426	71.1	1
Building Materials, Garden Equip. & Supply Stores	\$1,983,312	\$143,061	\$1,804,251	86.5	1
Food and Beverage Stores	\$11,451,962	\$20,833,563	-\$9,381,601	-29.1	7
Health and Personal Care Stores	\$3,590,768	\$6,076,227	-\$2,485,459	-25.7	2
Gasoline Stations	\$6,103,492	\$7,692,112	-\$1,588,620	-11.5	2
Clothing & Clothing Accessories Stores	\$3,713,512	\$253,942	\$3,459,570	87.2	2
Sporting Goods / Hobby / Music / Book Stores	\$1,747,298	\$899,266	\$848,032	32.0	3
General Merchandise Stores	\$8,981,783	\$134,943	\$8,846,840	97.0	1
Nonstore Retailers	\$7,558,629	\$339,035	\$7,219,594	91.4	4
Food Services & Drinking Places	\$6,703,022	\$3,685,025	\$3,017,997	29.1	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.

Brownsville Rd and Sankey Ave Commercial District



Demographic Data	2010	2014	2019 (Projected)	Annual Rate of Change (2014-2019)
Population	6,793	6,720	6,701	-0.07%
Households	3,100	3,093	3,092	-0.02%
Median Age	39.7	40.2	41.1	0.40%
% 0-9	11.3%	10.6%	10.3%	-0.74%
% 10-14	5.2%	5.5%	5.2%	-1.43%
% 15-24	12.7%	11.7%	10.9%	-1.20%
% 25-34	15.1%	15.6%	15.0%	-0.76%
% 35-44	12.7%	12.5%	13.2%	1.11%
% 45-54	15.7%	14.2%	12.6%	-3.82%
% 55-64	12.8%	14.5%	14.6%	0.14%
% 65+	14.5%	15.4%	18.2%	3.73%
Median Household Income	***	\$43,088	\$50,523	3.23%
Average Household Income	***	\$53,090	\$62,026	3.16%
Per Capita Income	***	\$24,201	\$28,359	3.22%
Total Housing Units	3,448	3,460	3,474	-0.07%
% Owner Occupied Units	54.7%	51.9%	51.2%	-0.31%
% Renter Occupied Units	35.2%	37.5%	37.9%	0.16%
% Vacant Housing Units	10.1%	10.6%	10.9%	0.73%
Median Home Value	***	\$110,581	\$128,827	3.10%

Traffic Count Profile	Closest Cross-Street	Count
Churchview Ave	Sankey Ct	5,960
Willett Rd	Churchview Ave	6,056
Becks Run Rd	Athena St	10,064
Brownsville Rd	Biscayne Dr	19,035
Willett Rd	Burgess St	4,794
Maytide St	Antenor Ave	6,793

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.

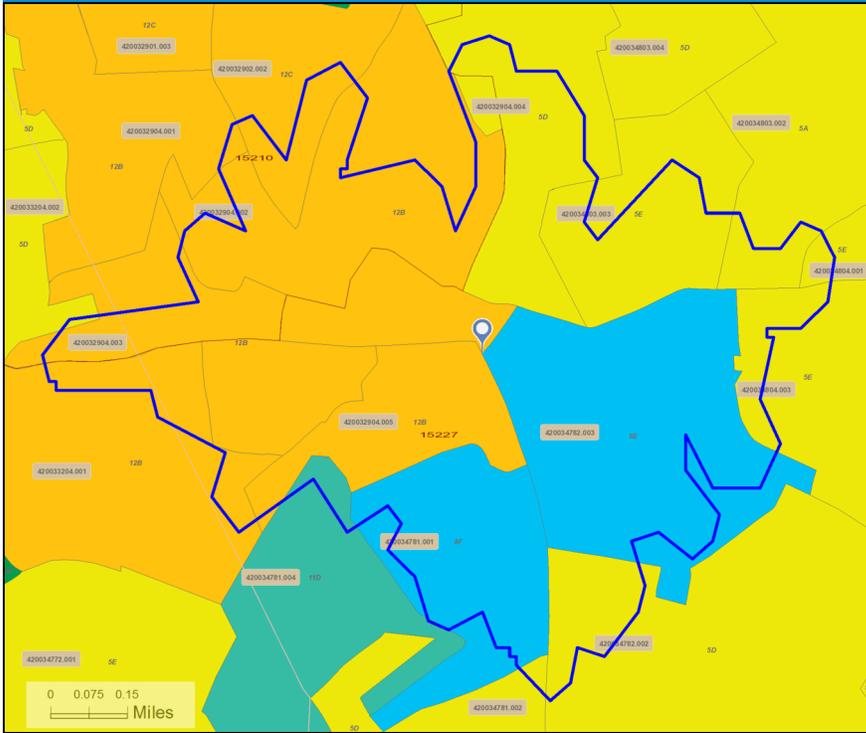
2014 Households by Disposable Income	
<\$15,000	18.0%
\$15,000—\$24,999	15.8%
\$25,000—\$34,999	13.8%
\$35,000—\$49,999	20.2%
\$50,000—\$74,999	19.9%
\$75,000—\$99,999	6.2%
\$100,000—\$149,999	4.6%
\$150,000+	1.4%
Median Disposable Income	\$36,201

Note: Disposable income is after-tax household income.

2014 Educational Attainment (Ages 25+)	
No High School Diploma	11.5%
High School Diploma or Some College	58.3%
Associate's Degree	9.8%
Bachelor's Degree	15.4%
Graduate or Professional Degree	5.1%

Spending Potential Index	
Apparel and Services	49
Computers and Accessories	73
Education	73
Entertainment / Recreation	75
Food at Home	76
Food Away from Home	73
Health Care	76
Household Furnishing and Equipment	65
Investment	59
Retail Goods	72
Shelter	74
TV/Video/Audio	76
Travel	71
Vehicle Maintenance & Repairs	75
Total Expenditures	71

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: 6
- Persons per sq. mile: 5,858 (City average: 5,646)
- Walk Score: 66

* 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 (33.2%)

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.

Front Porches (28.0%)

Front Porches blends household types, with more young families with children or single households than average. This group is also more diverse than the US. Half of householders are renters, and many of the homes are older town homes or duplexes. Friends and family are central to Front Porches residents and help to influence household buying decisions. Residents enjoy their automobiles and like cars that are fun to drive. Income and net worth are well below the US average, and many families have taken out loans to make ends meet.

Old and New Comers (13.2%)

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.

Rustbelt Traditions (11.6%)

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 (9.5%)

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.

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

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

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



Carrick

Photo Credit: Dan Buczynski

Contacts

Economic Development South:
www.economicdevelopmentsouth.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 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