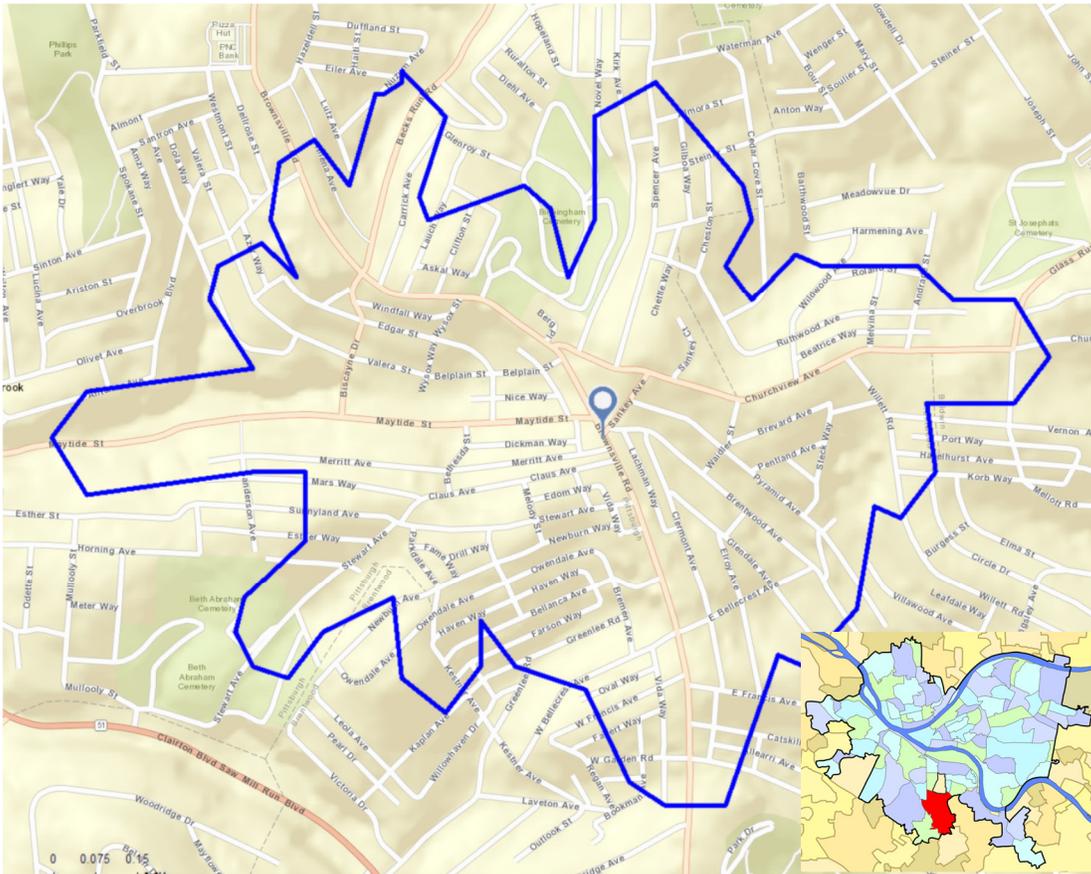


MARKET PROFILE
Brownsville Rd and Sankey Ave Commercial District
Carrick



2016 Business Summary
(2 Minute Drive Time)

Number of Businesses:
145

Number of Employees:
679

Employees/Residential
Population Ratio*:
0.13:1

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	\$14,753,053	\$30,827,806	-\$16,074,753	-35.3	2
Furniture & Home Furnishing Stores	\$1,898,540	\$119,222	\$1,779,318	88.2	1
Electronics and Appliance Stores	\$3,414,772	\$0	\$3,414,772	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$2,929,728	\$772,373	\$2,157,355	58.3	2
Food and Beverage Stores	\$13,188,349	\$2,890,810	\$10,297,539	64.0	7
Health and Personal Care Stores	\$3,000,447	\$1,792,760	\$1,207,687	25.2	2
Gasoline Stations	\$4,537,735	\$3,799,781	\$737,954	8.9	1
Clothing & Clothing Accessories Stores	\$3,199,649	\$162,278	\$3,037,371	8.9	1
Sporting Goods / Hobby / Music / Book Stores	\$2,004,188	\$371,108	\$1,633,080	68.8	3
General Merchandise Stores	\$10,799,189	\$0	10,799,189	100.0	0
Nonstore Retailers	\$2,218,425	\$0	\$2,218,425	100.0	0
Food Services & Drinking Places	\$6,638,850	\$4,529,330	\$2,109,520	18.9	16

**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	2015	2020 (Projected)	Annual Rate of Change (2015-2020)
Population	5,326	5,285	5,274	0.04%
Households	2,423	2,424	2,428	0.03%
Median Age	39.8	40.3	40.7	0.20%
% 0-9	11.3%	10.3%	10.4%	0.19%
% 10-14	5.2%	5.5%	5.5%	0.00%
% 15-24	12.7%	11.3%	10.9%	-0.79%
% 25-34	15.1%	15.9%	14.8%	-1.38%
% 35-44	12.7%	12.4%	13.9%	2.42%
% 45-54	15.7%	13.7%	12.2%	-2.19%
% 55-64	12.8%	15.0%	14.5%	-0.67%
% 65+	14.5%	15.7%	18.0%	2.93%
Median Household Income	***	\$44,625	\$51,271	2.98%
Average Household Income	***	\$55,126	\$62,026	2.50%
Per Capita Income	***	\$24,201	\$28,359	3.46%
Total Housing Units	2,724	2,749	2,757	0.06%
% Owner Occupied Units	53.8%	50.3%	49.9%	-0.16%
% Renter Occupied Units	35.1%	37.8%	38.1%	0.16%
% Vacant Housing Units	11.0%	11.8%	11.9%	0.17%
Median Home Value	***	\$114,960	\$125,216	1.79%

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.

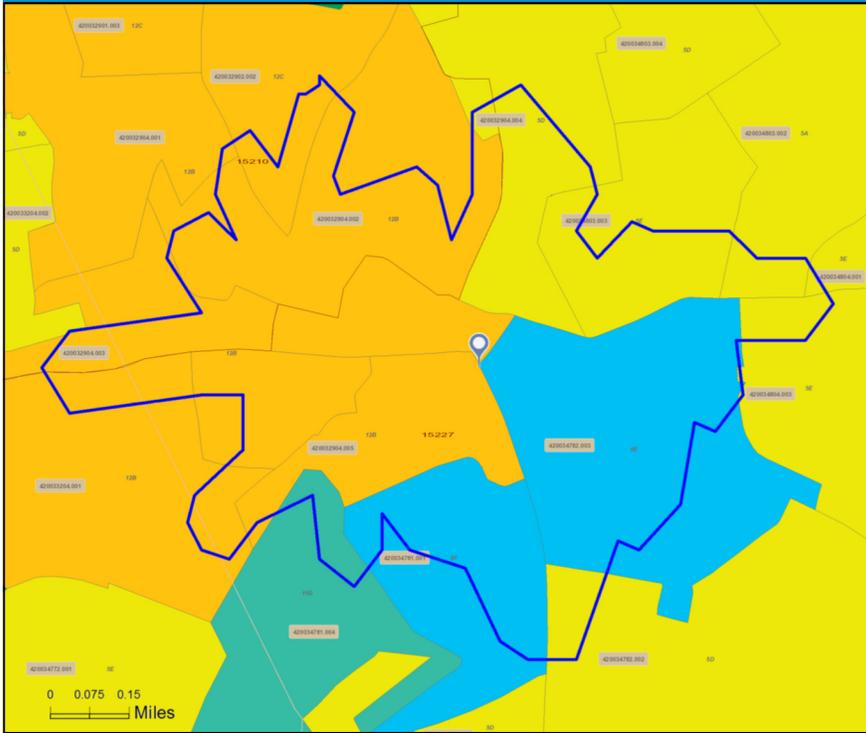
2015 Households by Disposable Income	
<\$15,000	18.0%
\$15,000—\$24,999	15.4%
\$25,000—\$34,999	14.0%
\$35,000—\$49,999	19.1%
\$50,000—\$74,999	20.4%
\$75,000—\$99,999	7.3%
\$100,000—\$149,999	4.8%
\$150,000+	1.0%
Median Disposable Income	\$36,418

Note: Disposable income is after-tax household income.

2015 Educational Attainment (Ages 25+)	
No High School Diploma	11.1%
High School Diploma or Some College	56.9%
Associate's Degree	10.7%
Bachelor's Degree	17.1%
Graduate or Professional Degree	5.2%

Spending Potential Index	
Apparel and Services	72
Computers and Accessories	71
Education	71
Entertainment / Recreation	72
Food at Home	74
Food Away from Home	72
Health Care	75
Household Furnishing and Equipment	72
Investment	55
Retail Goods	73
Shelter	72
TV/Video/Audio	75
Travel	69
Vehicle Maintenance & Repairs	73
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

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

Front Porches

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

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

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