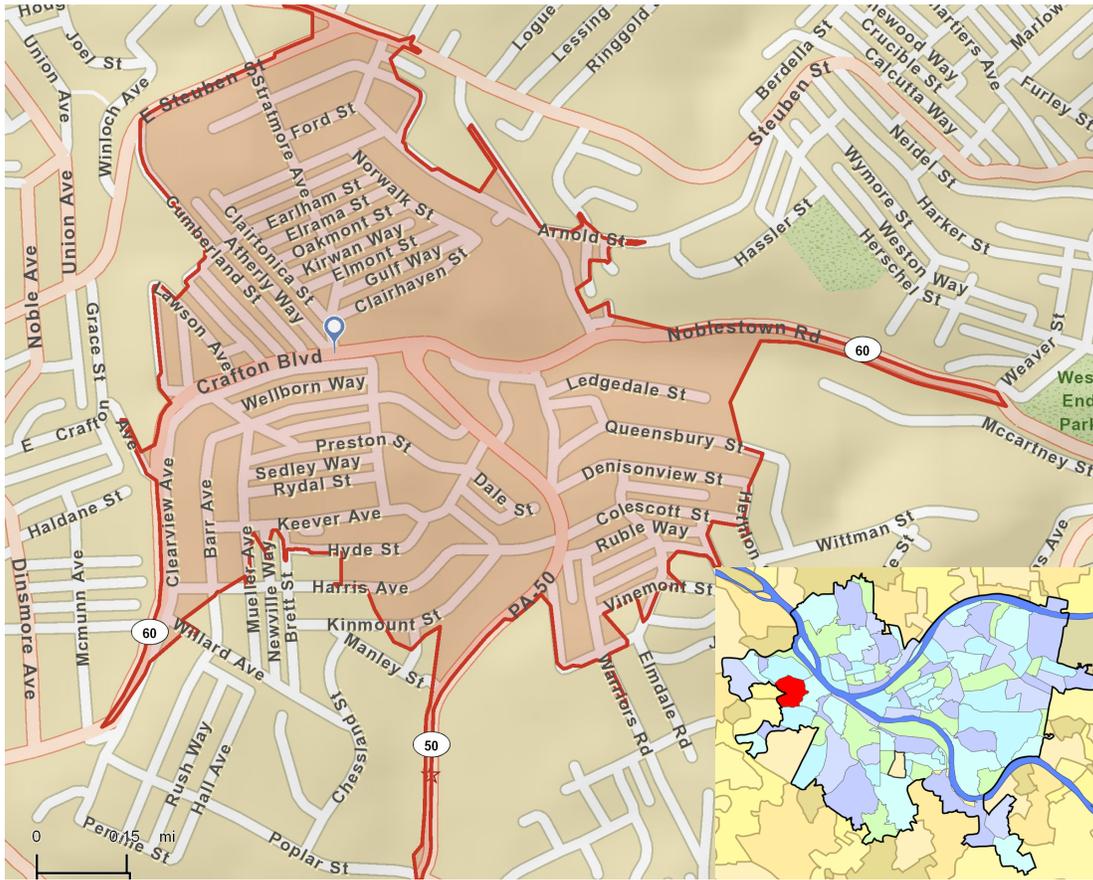


# Crafton Boulevard and Stratmore Avenue Commercial District

## Crafton Heights



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

Number of Businesses:  
49

Number of Employees:  
449

Employees/Residential  
Population Ratio\*:  
0.11:1

Major Industries:  
Food Services & Drinking Places, Food  
& Beverage Stores, 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	\$9,016,208	\$222,009	\$8,794,199	95.2	1
Furniture & Home Furnishing Stores	\$968,735	\$70,806	\$897,929	86.4	1
Electronics and Appliance Stores	\$1,171,288	\$1,190,972	-\$19,684	-0.8	2
Building Materials, Garden Equip. & Supply Stores	\$1,457,321	\$0	\$1,457,321	100.0	0
Food and Beverage Stores	\$8,093,192	\$2,421,916	\$5,671,276	53.9	2
Health and Personal Care Stores	\$2,562,009	\$1,635,970	\$926,039	22.1	2
Gasoline Stations	\$4,281,877	\$0	\$4,281,877	100.0	0
Clothing & Clothing Accessories Stores	\$2,701,339	\$247,190	\$2,454,149	83.2	2
Sporting Goods / Hobby / Music / Book Stores	\$1,243,317	\$63,657	\$1,179,660	90.3	1
General Merchandise Stores	\$6,418,276	\$0	\$6,418,276	100.0	0
Nonstore Retailers	\$5,435,505	\$0	\$5,435,505	100.0	0
Food Services & Drinking Places	\$4,857,305	\$12,235,469	-\$7,378,164	-43.2	5

\*\*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.

# Crafton Boulevard and Stratmore Avenue Commercial District \*

Demographic Data	2010	2015	2020 (Projected)	Annual Rate of Change (2015-2020)
<b>Population</b>	4,236	4,163	4,145	-0.09%
<b>Households</b>	1,879	1,867	1,864	-0.03%
<b>Median Age</b>	39.8	40.5	41.0	0.25%
% 0-9	11.6%	11.7%	11.6%	-0.17%
% 10-14	5.3%	5.3%	6.0%	2.64%
% 15-24	10.9%	9.7%	9.6%	-0.21%
% 25-34	16.0%	15.4%	13.6%	-2.34%
% 35-44	12.6%	13.8%	15.1%	1.88%
% 45-54	14.9%	13.3%	12.1%	-1.80%
% 55-64	13.5%	14.3%	13.8%	-0.70%
% 65+	15.2%	16.6%	18.3%	2.05%
<b>Median Household Income</b>	***	\$52,850	\$61,646	3.33%
<b>Average Household Income</b>	***	\$65,941	\$75,485	2.89%
<b>Per Capita Income</b>	***	\$29,682	\$34,061	2.95%
<b>Total Housing Units</b>	2,079	2,083	2,086	0.03%
% Owner Occupied Units	60.2%	56.6%	55.9%	-0.25%
% Renter Occupied Units	30.2%	33.1%	33.5%	0.24%
% Vacant Housing Units	9.6%	10.4%	10.6%	0.38%
<b>Median Home Value</b>	***	\$129,644	\$146,145	2.55%

Traffic Count Profile	Closest Cross-Street	Count
Broadway Ave	Crosby Ave	2,146
Carnahan Rd	Woodcove Pl	5,107
Wenzell Ave	Broadway Ave	7,162
Banksville Rd	Goldstrom Ave	24,610
McFarland Rd	Banksville Rd	15,585

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	12.3%
\$15,000—\$24,999	12.9%
\$25,000—\$34,999	14.6%
\$35,000—\$49,999	16.9%
\$50,000—\$74,999	20.7%
\$75,000—\$99,999	11.3%
\$100,000—\$149,999	9.6%
\$150,000+	1.8%
<b>Median Disposable Income</b>	\$42,828

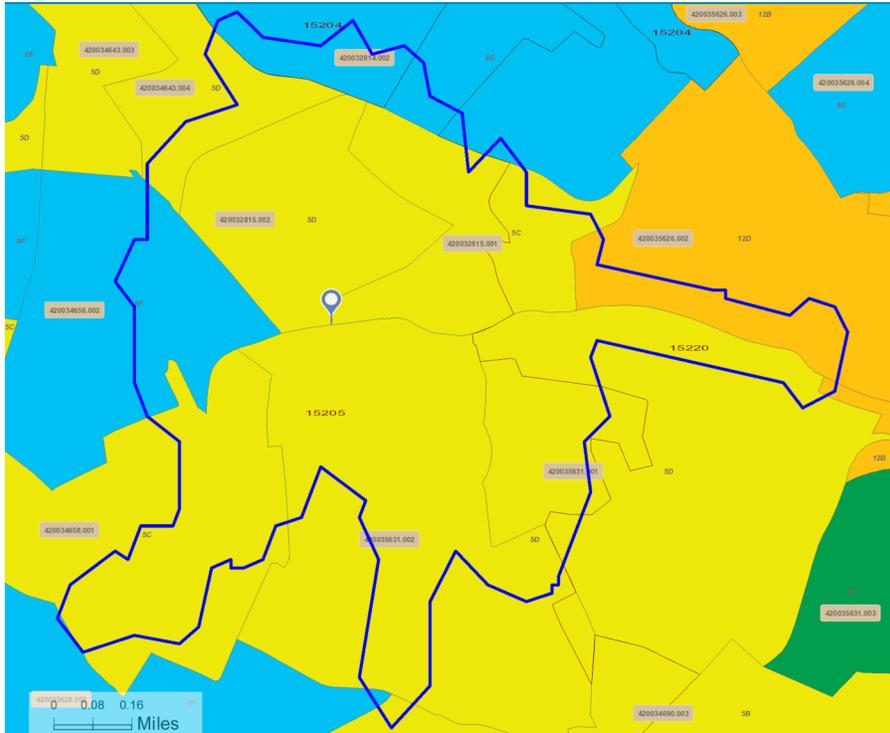
Note: Disposable income is after-tax household income.

2015 Educational Attainment (Ages 25+)	
No High School Diploma	7.2%
High School Diploma or Some College	52.6%
Associates Degree	9.0%
Bachelor's Degree	21.4%
Graduate or Professional Degree	9.7%

Spending Potential Index	
<b>Apparel and Services</b>	86
<b>Computers and Accessories</b>	88
<b>Education</b>	90
<b>Entertainment / Recreation</b>	88
<b>Food at Home</b>	87
<b>Food Away from Home</b>	86
<b>Health Care</b>	92
<b>Household Furnishing and Equipment</b>	87
<b>Investment</b>	61
<b>Retail Goods</b>	87
<b>Shelter</b>	89
<b>TV / Video / Sound Equipment</b>	89
<b>Travel</b>	88
<b>Vehicle Maintenance and Repair</b>	88
<b>Total Expenditures</b>	86

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.

# Crafton Boulevard and Stratmore Avenue Commercial District \*



## ESRI Tapestry Segmentation Area Profile

### Neighborhood Quick Facts\*

- Number of bus lines in neighborhood: 3
- Walk Score: 31

\* 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

#### Rustbelt Traditions (62.0%)

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.

#### Parks and Rec (30.6%)

These practical suburbanites have achieved the dream of home ownership. They have purchased homes that are within their means. Their homes are older, and town homes and duplexes are not uncommon. Many of these families are two-income married couples approaching retirement age; they are comfortable in their jobs and their homes, budget wisely, but do not plan on retiring anytime soon or moving. Neighborhoods are well established, as are the amenities and programs that supported their now independent children through school and college. The appeal of these kid-friendly neighborhoods is now attracting a new generation of young couples.

#### Old and Newcomers (4.8%)

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.

#### Hardscrabble Road (1.3%)

Hardscrabble Road neighborhoods are in urbanized areas within central cities, with older housing, located chiefly in the Midwest and South. This slightly smaller market is primarily a family market, married couples (with and without children) and single parents. Younger, highly diverse (with higher proportions of black, multiracial, and Hispanic populations), and less educated, they work mainly in service, manufacturing, and retail trade industries. Unemployment is high (almost twice the US rate), and median household income is half the US median. Almost 1 in 3 households have income below the poverty level. Approximately 60% of householders are renters, living primarily in single-family homes, with a higher proportion of dwellings in 2-4 unit buildings.

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)

### 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)

### 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)

## Contacts

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:Josette.Fitzgibbons@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)