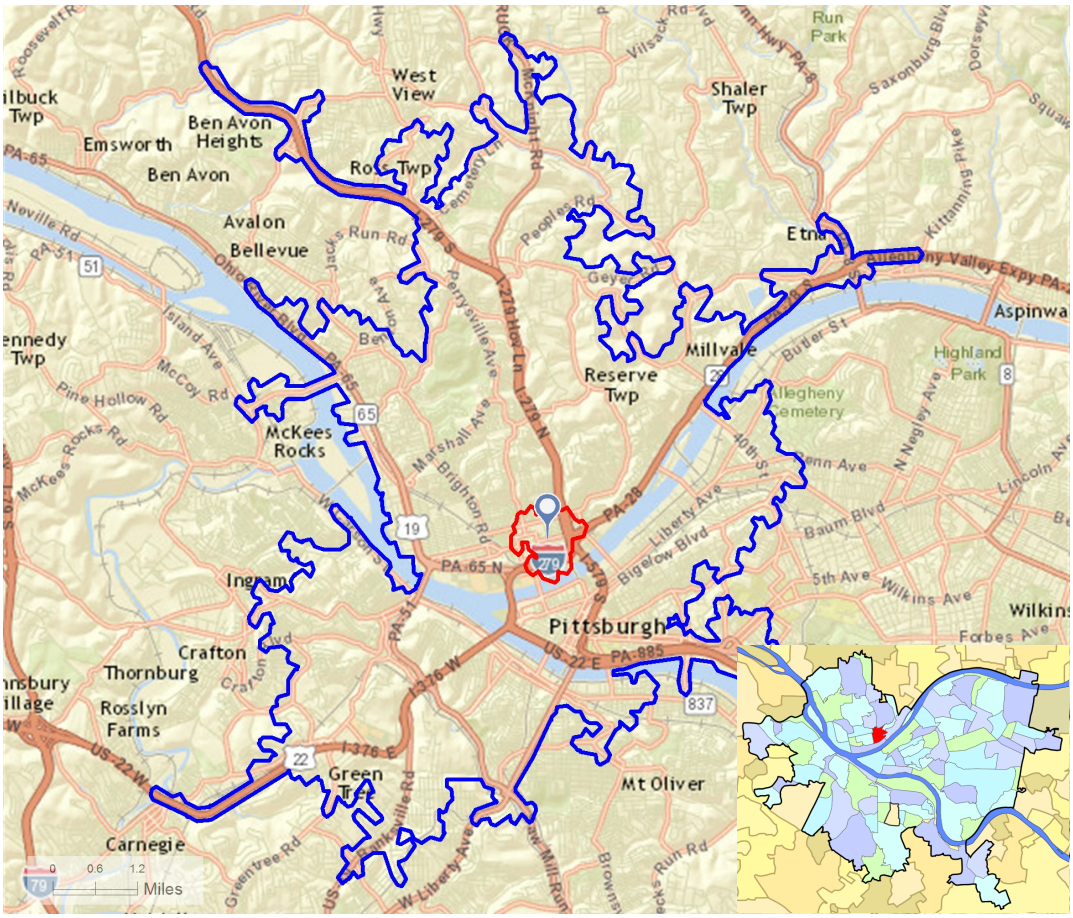
MARKET PROFILE

East Ohio Street Commercial District

East Allegheny

ura
Urban Redevelopment Authority of Pittsburgh



2015 Business Summary (2 Minute Drive Time)

Number of Businesses:
572

Number of Employees:
7,913

Employees/Residential Population Ratio*:
2.77:1

Major Industries:
Food & Beverage Stores, Food Services & Drinking Places, Gasoline Stations

For more information on the neighborhood, visit:

PITTSBURGHCITYLIVING.COM

Spending Potential Index	2 Minute Drive Time	10 Minute Drive Time
Apparel and Services	43	46
Computers and Accessories	62	68
Education	65	70
Entertainment / Recreation	57	67
Food at Home	64	70
Food Away from Home	62	68
Health Care	55	66
Household Furnishing and Equipment	51	59
Investment	50	49
Retail Goods	55	64
Shelter	66	69
TV/Video/Audio	64	71
Travel	52	62
Vehicle Maintenance & Repair	58	67
Total Expenditures	57	64

2014 Households by Disposable Income	2 Minute Drive Time	10 Minute Drive Time
<$15,000	38.2%	27.8%
$15,000—$24,999	16.4%	16.6%
$25,000—$34,999	12.5%	12.9%
$35,000—$49,999	10.3%	15.3%
$50,000—$74,999	10.3%	15.6%
$75,000—$99,999	6.1%	5.6%
$100,000—$149,999	4.4%	4.5%
$150,000+	1.9%	1.8%
Median Disposable Income	$21,308	$28,674

Note: Disposable income is after-tax household income.

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.

*This ratio indicates the number of employees working in the area versus the number of residents. A higher ratio indicates more commercial presence.

Last Updated June 15

East Ohio Street Commercial District

Demographic Data: 2 Minute Drive Time	2010	2014	2019 (Projected)	Annual Rate of Change (2014-2019)
Population	2,851	2,853	2,867	0.10%
Households	1,628	1,655	1,681	0.31%
Median Age	40.3	41.3	42.6	0.63%
% 0-9	6.9%	7.1%	7.1%	0.00%
% 10-14	2.9%	2.2%	2.5%	2.73%
% 15-24	13.8%	13.5%	10.9%	-3.85%
% 25-34	19.1%	18.8%	19.5%	0.75%
% 35-44	12.9%	12.7%	12.6%	-0.16%
% 45-54	17.0%	15.7%	14.0%	-2.17%
% 55-64	13.7%	14.8%	15.6%	1.08%
% 65+	13.5%	15.1%	17.8%	3.58%
Median Household Income	***	$26,086	$28,061	1.51%
Average Household Income	***	$42,447	$48,812	3.00%
Per Capita Income	***	$25,049	$29,170	3.29%
Total Housing Units	2,266	2,281	2,298	0.15%
% Owner Occupied Units	15.7%	14.5%	14.2%	-0.41%
% Renter Occupied Units	56.1%	58.1%	58.9%	0.28%
% Vacant Housing Units	28.2%	27.4%	26.9%	-0.37%
Median Home Value	***	$88,347	$104,605	3.68%

Demographic Data: 10 Minute Drive Time	2010	2014	2019 (Projected)	Annual Rate of Change (2014-2019)
Population	117,860	117,334	117,411	0.01%
Households	52,414	52,762	53,154	0.15%
Median Age	34.8	35.4	36.7	0.73%
% 0-9	9.2%	9.3%	9.2%	-0.22%
% 10-14	4.3%	4.0%	4.2%	1.00%
% 15-24	20.8%	18.9%	17.8%	-1.16%
% 25-34	16.7%	17.3%	16.4%	-1.04%
% 35-44	11.2%	11.4%	12.3%	1.58%
% 45-54	13.7%	12.2%	11.0%	-1.97%
% 55-64	11.4%	12.6%	12.5%	-0.16%
% 65+	13.5%	14.2%	16.6%	3.38%
Median Household Income	***	$34,163	$39,819	3.31%
Average Household Income	***	$48,108	$56,324	3.42%
Per Capita Income	***	$22,531	$26,621	3.63%
Total Housing Units	62,038	62,857	63,332	0.15%
% Owner Occupied Units	39.4%	36.9%	36.4%	-0.27%
% Renter Occupied Units	45.1%	47.1%	47.5%	0.17%
% Vacant Housing Units	15.5%	16.0%	16.1%	0.13%
Median Home Value	***	$104,872	$134,779	5.70%

Traffic Count Profile	Closest Cross-Street	Count
Cedar Ave	Virgin Way	21,147
E Ohio St	Middle St	3,192
Cedar Ave	N Canal St	16,004
East St	Shawano St	15,967
N Canal St	Moravian Way	14,316
Suismon St	I-279	8,284
I-279	I-579 HOV	16,160
Sandusky St	I-279	34,746
Anderson St	PA Rt 28 Ramp	30,356
S Commons	Federal St	1,596

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.

East Ohio Street Commercial District

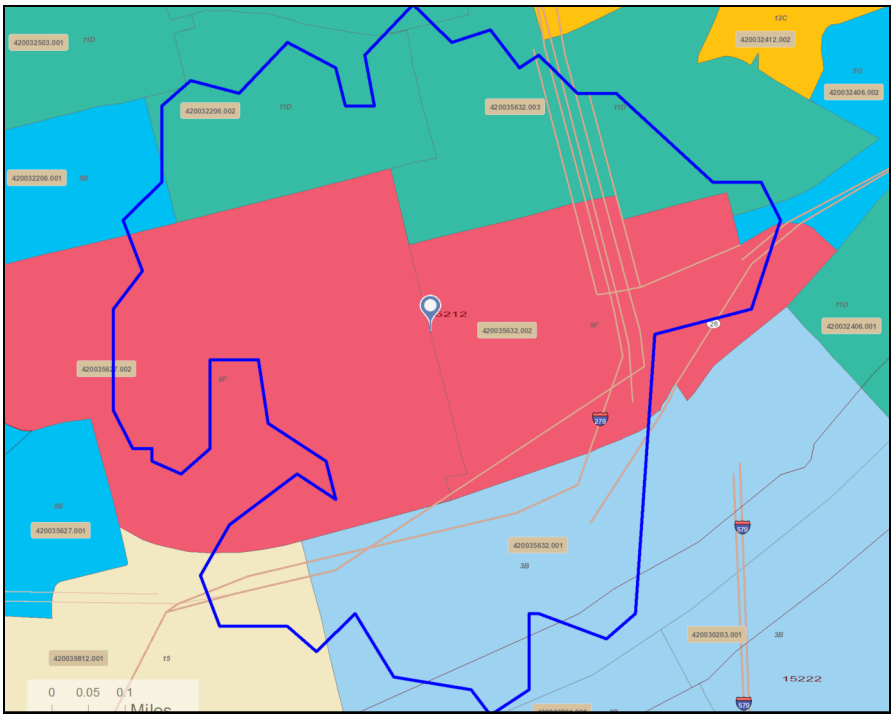
Marketplace Profile**: 2 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	$4,917,224	$414,678	$4,502,546	84.4	2
Furniture & Home Furnishing Stores	$557,443	$73,100	$484,343	76.8	1
Electronics and Appliance Stores	$685,791	$2,589,045	-$1,903,254	-58.1	3
Building Materials, Garden Equip. & Supply Stores	$691,492	$164,721	$526,771	61.5	1
Food and Beverage Stores	$5,096,239	$31,456,760	-$26,360,521	-72.1	12
Health and Personal Care Stores	$1,467,537	$4,706,383	-$3,238,846	-52.5	3
Gasoline Stations	$2,524,784	$5,869,080	-$3,344,296	-39.8	1
Clothing & Clothing Accessories Stores	$1,691,666	$524,278	$1,167,388	52.7	4
Sporting Goods / Hobby / Music / Book Stores	$746,825	$211,593	$535,232	55.8	2
General Merchandise Stores	$3,892,941	$0	$3,892,941	100.0	0
Nonstore Retailers	$3,140,976	$3,663,377	-$522,401	-7.7	4
Food Services & Drinking Places	$3,030,758	$9,915,275	-$6,884,517	-53.2	17

Marketplace Profile**: 10 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	$190,707,180	$82,712,156	$107,995,024	39.5	48
Furniture & Home Furnishing Stores	$20,390,891	$17,000,599	$3,390,292	9.1	56
Electronics and Appliance Stores	$24,959,407	$24,143,740	$815,667	1.7	44
Building Materials, Garden Equip. & Supply Stores	$28,762,634	$11,635,813	$17,126,821	42.4	42
Food and Beverage Stores	$178,961,932	$199,520,597	-$20,558,665	-5.4	208
Health and Personal Care Stores	$54,693,270	$117,201,442	-$62,508,172	-36.4	75
Gasoline Stations	$94,417,508	$194,341,907	-$99,924,399	-34.6	34
Clothing & Clothing Accessories Stores	$58,744,096	$51,149,236	$7,594,860	6.9	135
Sporting Goods / Hobby / Music / Book Stores	$27,128,499	$36,916,374	-$9,787,875	-15.3	87
General Merchandise Stores	$139,667,591	$65,699,701	$73,968,890	36.0	28
Nonstore Retailers	$115,667,845	$1,148,800,727	-$1,033,132,882	-81.7	44
Food Services & Drinking Places	$105,401,658	$375,370,834	-$269,969,176	-56.2	480

2014 Educational Attainment (Ages 25+)	2 Minute Drive Time	10 Minute Drive Time
No High School Diploma	18.0%	11.8%
High School Diploma or Some College	37.2%	53.7%
Associates Degree	9.8%	8.2%
Bachelor's Degree	21.4%	16.3%
Graduate or Professional Degree	13.6%	10.0%

**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.

East Ohio Street Commercial District



ESRI Tapestry Segmentation Area Profile: 2 Min Drive

Neighborhood Quick Facts*

- Highest % of homes built after 1990 (78.5%)
- Sports stadiums and casino help create a regional destination
- Near historic Mexican War Streets

* 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

Social Security Set (54.8%)

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.

Set to Impress (31.5%)

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.

Metro Renters (10.9%)

Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties. Metro Renters residents income is close to the US average, but they spend a large portion of their wages on rent, clothes, and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping, and social media. Metro Renters residents live close to their jobs and usually walk or take a taxi to get around the city.

Emerald City (2.9%)

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.

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**

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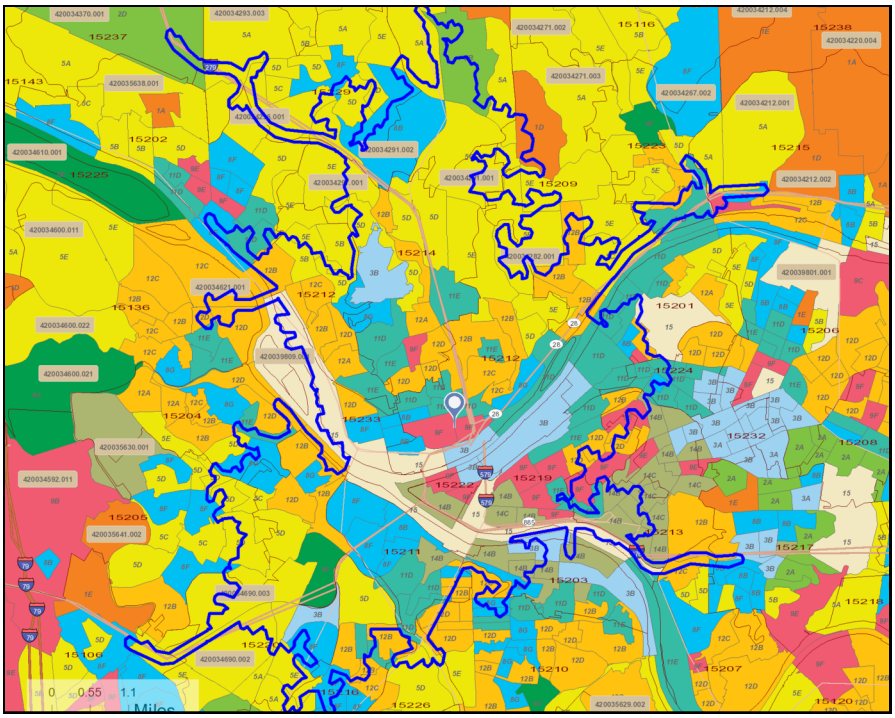

ESRI Tapestry Segmentation Area Profile: 10 Min Drive

Neighborhood Quick Facts*

- Number of bus lines in neighborhood: 16
- Persons per sq. mile: 11,614 (City average: 5,646)
- Walk Score: 80

* 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

Set to Impress (16.2%)

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.

Traditional Living (9.4%)

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.

Social Security Set (8.9%)

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.

Rustbelt Traditions (8.6%)

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.

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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 at (412) 255-6686 or visit:
http://www.ura.org/business_owners/mainstreets.php

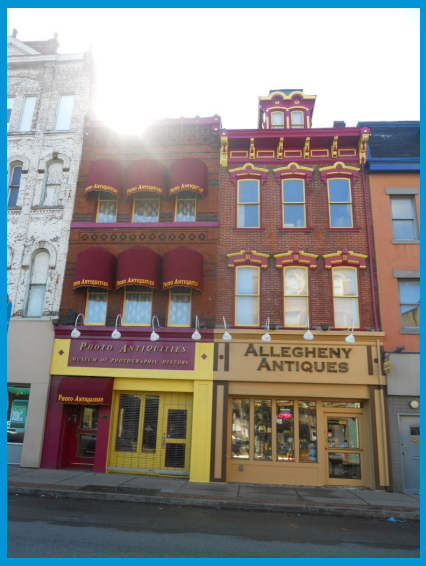
Façade Improvement Programs

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 at (412) 255-6550 or visit:
http://www.ura.org/business_owners/facade_program.php

Historic Deutschtown map
East Ohio Street business district

Featured Business: Photo Antiquities



Type of Business: Retailer

URA Program Utilized: Storefront Renovation Program

URA Investment: $4,846.90

Private Investment: $4,846.90

Total Project Investment: $9,693.80

Contacts

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.
[1]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