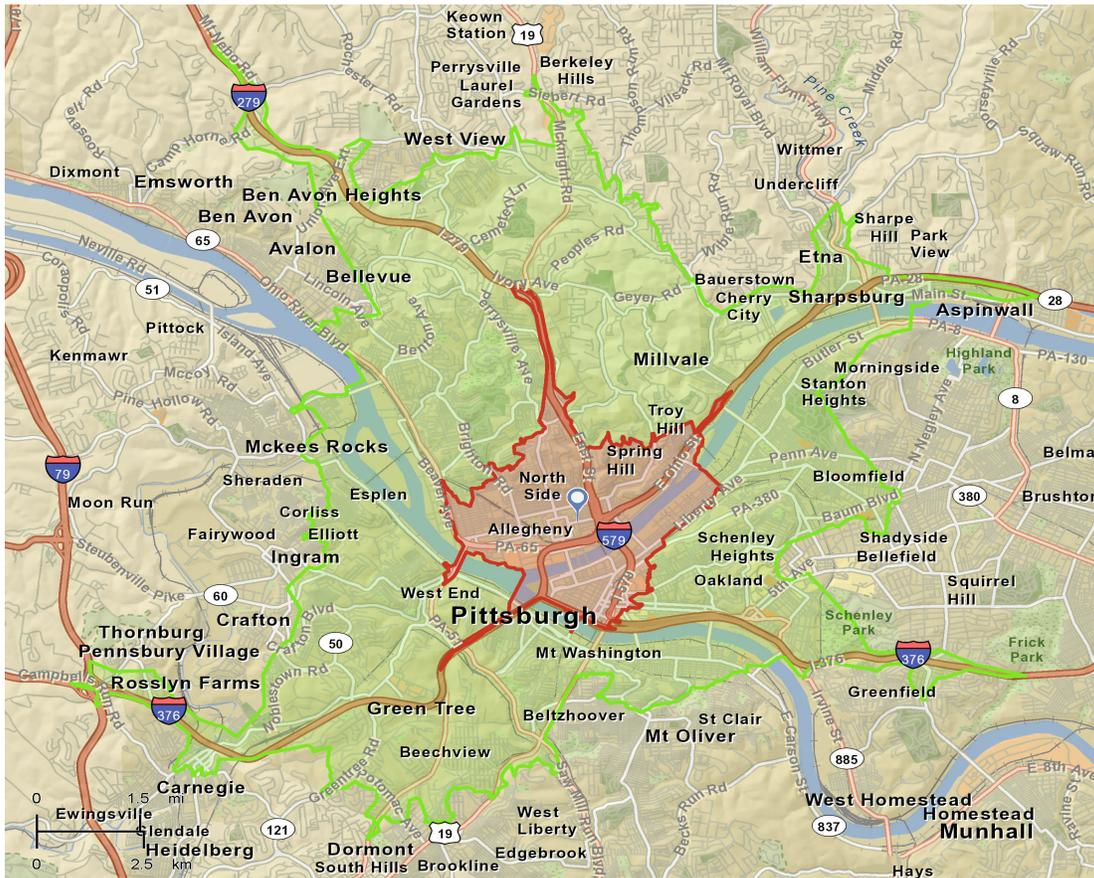


MARKET PROFILE
East Ohio Street Commercial District
 East Allegheny/Historic Deutschtown



2013 Business Summary

Number of Businesses: 5,400

Number of Employees: 86,934

Employees/Residential Population Ratio*: 3.93

Major Industries:
 Food Services & Drinking Places,
 Wholesale Trade, Transportation and
 Warehousing

For more information on the neighborhood, visit:



Spending Potential Index	Trade area	10 minute drive
Apparel and Services	47	50
Computers and Accessories	69	74
Education	73	80
Entertainment / Recreation	67	73
Food at Home	71	75
Food away from Home	70	74
Health Care	64	70
Household Furnishing and Equipment	57	63
Investment	47	45
Miscellaneous	66	70
Shelter	69	72
Transportation	67	73
Travel	60	66
Total Expenditures	66	71

2010 Households by Disposable Income	Trade Area	10 Minute Drive
<\$15,000	32.1%	25.3%
\$15,000—\$24,999	18.1%	18.0%
\$25,000—\$34,999	15.0%	16.4%
\$35,000—\$49,999	12.9%	15.3%
\$50,000—\$74,999	11.5%	14.5%
\$75,000—\$99,999	4.7%	5.1%
\$100,000—\$149,999	4.2%	4.0%
\$150,000+	1.4%	1.4%
Median Disposable Income	\$24,823	28,269

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.

East Ohio Street Commercial District



Demographic Data: Trade Area	2010	2013	2017 (Projected)	Annual Rate of Change (2013-2017)
Population	22,065	22,093	22,130	0.03%
Households	11,021	10,916	10,974	0.11%
Median Age	36.3	36.4	37.1	0.38%
% 0-9	8.7%	8.5%	8.4%	-0.24%
% 10-14	3.9%	3.8%	3.8%	0.00%
% 15-24	19.8%	19.9%	18.9%	-1.01%
% 25-34	16.2%	16.3%	16.3%	0.00%
% 35-44	11.3%	11.0%	10.8%	-0.36%
% 45-54	14.4%	13.9%	12.9%	-1.44%
% 55-64	12.5%	13.0%	13.5%	0.77%
% 65+	13.2%	13.7%	15.3%	2.34%
Median Household Income	\$32,647	\$27,783	\$33,008	3.76%
Average Household Income	\$43,555	\$44,886	\$52,932	3.59%
Per Capita Income	\$19,862	\$24,443	\$28,562	3.37%
Total Housing Units	14,131	13,921	13,708	-0.31%
% Owner Occupied Units	27.5%	25.9%	27.1%	0.93%
% Renter Occupied Units	50.5%	52.5%	52.9%	0.15%
% Vacant Housing Units	22.0%	21.6%	19.9%	-1.57%
Median Home Value	\$68,676	\$85,380	\$99,079	3.21%

Demographic Data: 10 Minute Drive Time	2010	2013	2017 (Projected)	Annual Rate of Change (2013-2017)
Population	183,662	185,017	186,626	0.17%
Households	81,219	81,106	82,395	0.32%
Median Age	33.3	33.3	33.8	0.30%
% 0-9	8.7%	8.6%	8.5%	-0.23%
% 10-14	4.0%	3.9%	3.9%	0.00%
% 15-24	23%	23.1%	22.2%	-0.78%
% 25-34	16.7%	16.9%	17.0%	0.12%
% 35-44	10.6%	10.3%	10.1%	-0.39%
% 45-54	12.8%	12.4%	11.4%	-1.61%
% 55-64	10.9%	11.3%	11.7%	0.71%
% 65+	13.2%	13.6%	15.1%	2.21%
Median Household Income	\$32,245	\$33,110	\$38,872	3.48%
Average Household Income	\$44,678	\$48,019	\$55,906	3.28%
Per Capita Income	\$20,231	\$23,478	\$27,177	3.15%
Total Housing Units	94,020	93,896	94,104	0.04%
% Owner Occupied Units	40.0%	37.7%	38.8%	0.58%
% Renter Occupied Units	46.4%	48.6%	48.8%	0.08%
% Vacant Housing Units	13.6%	13.6%	12.4%	-1.76%
Median Home Value	\$75,600	\$99,079	\$113,300	2.87%

Traffic Count Profile	Closest Cross-Street	Count
Cedar Ave	Virgin Way	22,446
E Ohio St	Middle St	3,595
Cedar Ave	N Canal St	17,719
East St	Shawano St	15,967
N Canal St	I-279	14,316
I-279	State Rte 28	15,218
Samdusky St	I-279	34,746*
Madison Ave	Peralta St	17,612
I-279	State Rt 28	1,128
State Rte 28	M Cama; St	7,945

Note: This profile measures the number of vehicles which travel through streets nearest to commercial corridor epicenter on a daily basis. All counts from 2009 unless otherwise noted.
*Year of count: 2007



East Ohio Street Commercial District *

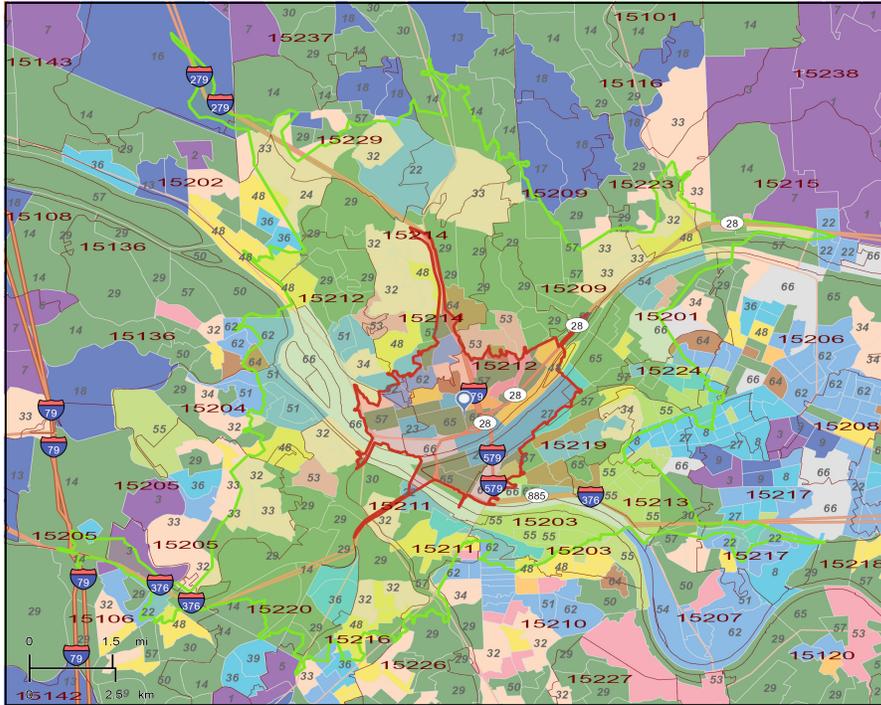
Marketplace Profile**: Trade Area	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$33,453,689	\$22,842,672	\$10,611,017	18.8	9
Furniture & Home Furnishing Stores	\$3,851,975	\$4,520,083	-\$668,108	-8	17
Electronics and Appliance Stores	\$5,081,275	\$8,041,171	-\$2,959,895	-22.5	20
Building Materials, Garden Equip. & Supply Stores	\$4,903,609	\$3,024,464	\$1,879,145	23.7	13
Food and Beverage Stores	\$36,139,275	\$43,587,510	-\$7,448,236	-9.3	80
Health and Personal Care Stores	\$11,682,376	\$34,941,950	-\$23,259,574	-49.9	26
Gasoline Stations	\$20,317,916	\$89,115,371	-\$68,797,455	-62.9	1
Clothing & Clothing Accessories Stores	\$11,587,505	\$28,730,076	-\$17,142,572	-42.5	70
Sporting Goods / Hobby / Music / Book Stores	\$5,619,656	\$19,555,649	-\$13,935,993	-55.4	29
General Merchandise Stores	\$28,375,429	\$1,733,182	\$26,642,247	88.5	8
Nonstore Retailers	\$17,991,610	\$1,264,105,371	-\$1,246,113,761	-97.2	18
Food Services & Drinking Places	\$20,122,301	\$195,158,689	-\$175,036,388	-81.3	186

Marketplace Profile**: 10 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$275,058,795	\$118,417,117	\$156,641,678	39.8	78
Furniture & Home Furnishing Stores	\$31,356,636	\$18,551,709	\$12,804,928	25.7	57
Electronics and Appliance Stores	\$41,025,289	\$21,238,930	\$19,786,359	31.8	55
Building Materials, Garden Equip. & Supply Stores	\$42,762,970	\$13,532,270	\$29,230,700	51.9	51
Food and Beverage Stores	\$282,075,735	\$266,023,619	\$16,052,116	2.9	248
Health and Personal Care Stores	\$93,708,801	\$185,989,550	-\$92,280,749	-33.0	101
Gasoline Stations	\$163,102,214	\$367,112,785	-\$204,010,571	-38.5	48
Clothing & Clothing Accessories Stores	\$91,326,582	\$72,613,051	\$18,713,531	11.4	168
Sporting Goods / Hobby / Music / Book Stores	\$45,387,831	\$44,207,037	\$1,180,793	1.3	105
General Merchandise Stores	\$225,075,270	\$17,909,406	\$207,165,865	85.3	33
Nonstore Retailers	\$144,373,545	\$1,344,302,801	-\$1,199,929,255	-80.6	57
Food Services & Drinking Places	\$157,652,501	\$372,803,449	-\$215,150,947	-40.6	582

2010 Educational Attainment (Ages 25+)	
No High School Diploma	14.4%
High School Diploma or Some College	53.5%
Associates Degree	6.8%
Bachelor's Degree	14.8%
Graduate or Professional Degree	10.6%

**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: Trade Area

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 (30.1%)

Limited resources somewhat restrict the activities and purchases of residents in Social Security Set neighborhoods. They shop at discount stores but prefer grocery stores close to home. Many depend on Medicare or Medicaid to pay their health care costs. They bank in person and pay cash when they shop. Many purchase renter's insurance. Most households subscribe to cable television; residents enjoy their daytime and prime time TV. They watch game shows, a variety of sports, and entertainment news shows. This high viewership provides an easy way to reach these residents. Avid newspaper readers, many will read two or more to stay current on sports and the news.

Simple Living (19.3%)

The lifestyle of these residents is reflected by their ages; younger people go to nightclubs and play musical instruments; seniors refinish furniture and go salt-water fishing. Community activities are also important to the latter; they join fraternal orders and veterans' clubs. Simple Living households spend wisely on a restricted budget. They buy the essentials at discount stores and occasionally treat themselves to dinner out and a movie. Cable TV is a must for these frequent viewers of family programs, news programs, and game shows. They are big fans of daytime TV. Owning a personal computer, cell phone, or DVD player isn't important.

Great Expectations (11.7%)

Great Expectations homeowners are not afraid to tackle smaller maintenance and remodeling projects, but they also enjoy a young and active lifestyle. They go out to dinner and to the movies. They do most of their grocery shopping at Wal-Mart Supercenters, Aldi, and Shop 'n Save. They throw Frisbees; play softball and pool; go canoeing; watch horror, science fiction, and drama films on DVD; and listen to country music, classic rock, and sports on the radio. They watch dramas, auto-racing, and the evening news on TV. They occasionally eat at Arby's and Dairy Queen. They shop at major discount and department stores. They rarely travel. Focused on starting their careers, they're not investing for their retirement years.

Metro Renters (7.9)

Because they rent, "home and hearth" products are low priority, although they will buy new furniture from stores such as Crate & Barrel or Pier One Imports. Most of them have renter's insurance. They buy clothes and other merchandise from traditional stores or online from favorites such as Banana Republic, Gap, Nordstrom, Amazon.com, and Barnesandnoble.com. Active Metro Renters residents work out regularly at clubs, play tennis and volleyball, practice yoga, ski, and jog. They go dancing, visit museums, attend classical or rock concerts, go to karaoke nights, the movies, eat out, and travel overseas and domestically. They read two or more daily newspapers; history books; and airline, fashion, epicurean, travel, and business/finance magazines. They listen to alternative, jazz, classical music, all-news, and public radio. They seldom watch TV; only news programs and movies. They go online frequently to look for jobs, make travel arrangements, download music, research real estate, watch videos, and shop. Many buy their PCs online; they prefer laptops, although many also own PDAs. Politically, these neighborhoods are liberal.

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 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

Mainstreets 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. Every \$1 invested by Mainstreets Pittsburgh produces \$31 in private investment for Pittsburgh neighborhoods.

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](#), a URA Mainstreets Development Specialist, at (412) 255-6550 or visit:

http://www.ura.org/business_owners/facade_program.php



*Historic Deutschtown map
East Ohio Street business district*

Contacts

Northside Leadership
Conference: [http://
www.pittsburghnorthside.com/](http://www.pittsburghnorthside.com/)

Northside Northshore Chamber
of Commerce: [http://
www.northsidechamberofcomm
erce.com/](http://www.northsidechamberofcommerce.com/)

Northside Community
Development Fund: [http://
www.nscdfund.org/](http://www.nscdfund.org/)

Urban Redevelopment
Authority of Pittsburgh: [http://
www.ura.org/](http://www.ura.org/)

All data from ESRI Business Analyst 2013 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