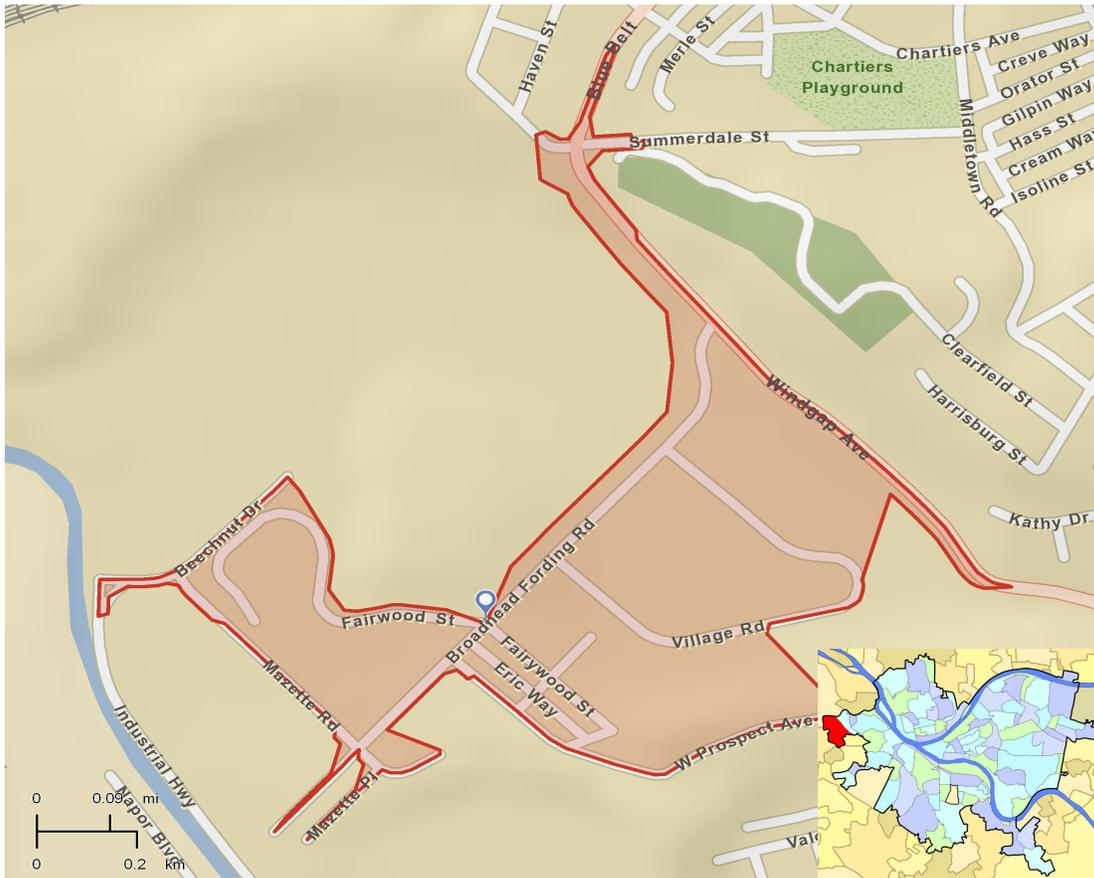


Fairywood Commercial District

Fairywood



2013 Business Summary

Number of Businesses:
8

Number of Employees:
467

Employees/Residential
Population*:
0.53

Major Industries:
Wholesale Trade, Retail Trade

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	\$1,175,518	\$3,917,029	-\$2,741,511	-53.8	0
Furniture & Home Furnishing Stores	\$136,954	\$0	\$136,954	100.0	0
Electronics and Appliance Stores	\$185,161	\$0	\$185,161	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$154,789	\$0	\$154,789	100.0	0
Food and Beverage Stores	\$1,230,797	\$18,392,732	-\$17,161,935	-87.5	1
Health and Personal Care Stores	\$370,495	\$0	\$370,495	100.0	0
Gasoline Stations	\$722,716	\$0	\$722,716	100.0	0
Clothing & Clothing Accessories Stores	\$418,149	\$29,876	\$388,274	86.7	0
Sporting Goods / Hobby / Music / Book Stores	\$220,460	\$0	\$220,460	100.0	0
General Merchandise Stores	\$988,674	\$0	\$988,674	100.0	0
Nonstore Retailers	\$599,725	\$0	\$599,725	100.0	0
Food Services & Drinking Places	\$722,498	\$0	\$722,498	100.0	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.

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

Fairywood Commercial District



Demographic Data	2010	2013	2017 (Projected)	Annual Rate of Change (2013-2017)
Population	771	886	1,059	3.91%
Households	399	459	559	4.36%
Median Age	26.6	26.0	26.3	0.23%
% 0-9	7.6%	7.5%	8.0%	1.33%
% 10-14	1.7%	1.7%	1.7%	0.00%
% 15-24	36.1%	36.3%	34.2%	-1.16%
% 25-34	30.4%	30.7%	31.5%	0.52%
% 35-44	7.4%	7.1%	6.9%	-0.56%
% 45-54	5.7%	5.5%	5.3%	-0.73%
% 55-64	5.4%	5.6%	6.0%	1.43%
% 65+	5.4%	5.5%	6.4%	3.27%
Median Household Income	\$29,716	\$25,242	\$27,401	1.71%
Average Household Income	\$39,792	\$35,769	\$42,781	3.92%
Per Capita Income	\$14,242	\$18,016	\$21,461	3.82%
Total Housing Units	470	526	617	3.46%
% Owner Occupied Units	15.1%	14.1%	15.1%	1.42%
% Renter Occupied Units	69.8%	73.2%	75.5%	0.63%
% Vacant Housing Units	15.1%	12.7%	9.4%	-5.20%
Median Home Value	\$102,717	72,826	80,909	2.22%

Traffic Count Profile	Closest Cross-Street	Count
Mazette Rd	Fairywood St	2,039
Broadhead Ford- ing Rd	Village Rd	1,803
Rd 3067	Industrial Hwy	4,591
Woodmere Dr	Ingram Ave	5,835
Windgap Ave	Summerdale St	4,788
W Prospect Ave	Mainsgate St	8,458
Ingram Ave	Admiral Dewey Ave	6,070
W Steuben St	S Linden Ave	14,316
Steubenville Pike	E Windhaven Rd	17,118
Chartiers Ave	Faulkner St	5,077

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: 2009

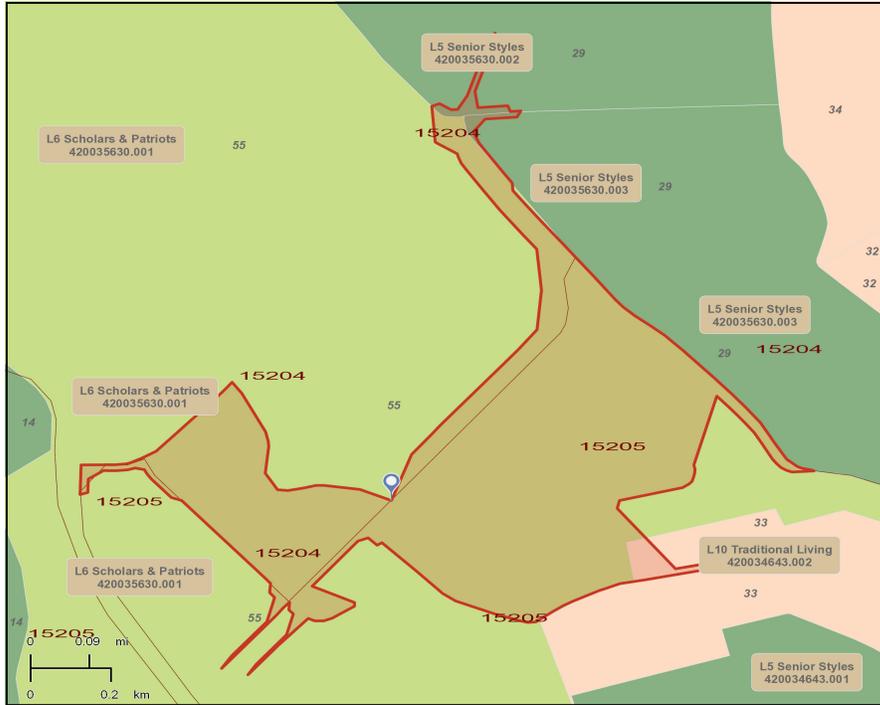
2013 Households by Disposable Income	
<\$15,000	41.4%
\$15,000—\$24,999	12.9%
\$25,000—\$34,999	17.0%
\$35,000—\$49,999	11.5%
\$50,000—\$74,999	11.1%
\$75,000—\$99,999	3.5%
\$100,000—\$149,999	2.0%
\$150,000+	.8%
Median Disposable Income	\$20,910

Note: Disposable income is after-tax household income.

2013 Educational Attainment (Ages 25+)	
No High School Diploma	14.9%
High School Diploma or Some College	51.5%
Associates Degree	17.6%
Bachelor's Degree	16.5%
Graduate or Professional Degree	0%

Spending Potential Index	
Apparel and Services	40
Computers and Accessories	64
Education	79
Entertainment / Recreation	54
Food at Home	57
Food away from Home	60
Health Care	45
Household Furnishing and Equipment	49
Investment	34
Miscellaneous	49
Shelter	55
Transportation	56
Travel	47
Total Expenditures	53

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*

- 3rd youngest neighborhood in Pittsburgh
- 2nd lowest number of crime reports per 100 residents) in Pittsburgh
- Number of bus lines in neighborhood: 6
- Persons per sq. mile: 897 (City average: 5,646)
- Walk Score: 38

* 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

College Towns (100%)

Convenience dictates food choices; they usually buy ready-made, easy-to-prepare, or frozen meals, frozen pasta, pizza crusts, and peanut butter and jelly at the closest grocery store. With their busy lifestyles, they frequently eat out or order in from fast-food restaurants, particularly McDonald's, Wendy's, and pizza outlets during the week; however, many cook at home over the weekend. They buy books online and in stores. They have student loans and bank online or by ATM. These computer-savvy students own laptop computers or expensive desktop personal computers and the peripherals to match. Connecting to the Internet is essential; they go online to research assignments, look for jobs, check e-mail, and download music. Keeping in touch is also important; they buy and use cell phones and accessories. New to living on their own, many College Towns residents purchase bedding, bath, and cooking products. They own few appliances but, at a minimum, have a microwave oven, a toaster, and an upright vacuum cleaner. Their lifestyle is very casual. They rank high for participating in nearly every outdoor sport and athletic activity. College Towns residents attend country music and rock concerts and college basketball and football games, play pool, and go to movies and bars. They also participate in public activities including fund-raising and volunteer work. They usually listen to alternative music on their MP3 players, tune in to public radio, and watch MTV and Comedy Central on cable TV. They shop at discount stores but prefer to buy branded clothes from Old Navy, Gap, and Target.

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](mailto:jfitzgibbons@ura.org) 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](mailto:quianna.wasler@ura.org), a URA Mainstreets Development Specialist, at (412) 255-6550 or visit:

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



Public Square in Fairywood
Photo Credit: John Altdorfer

Contacts

Urban Redevelopment
Authority of Pittsburgh:

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](mailto:jfitzgibbons@ura.org) 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