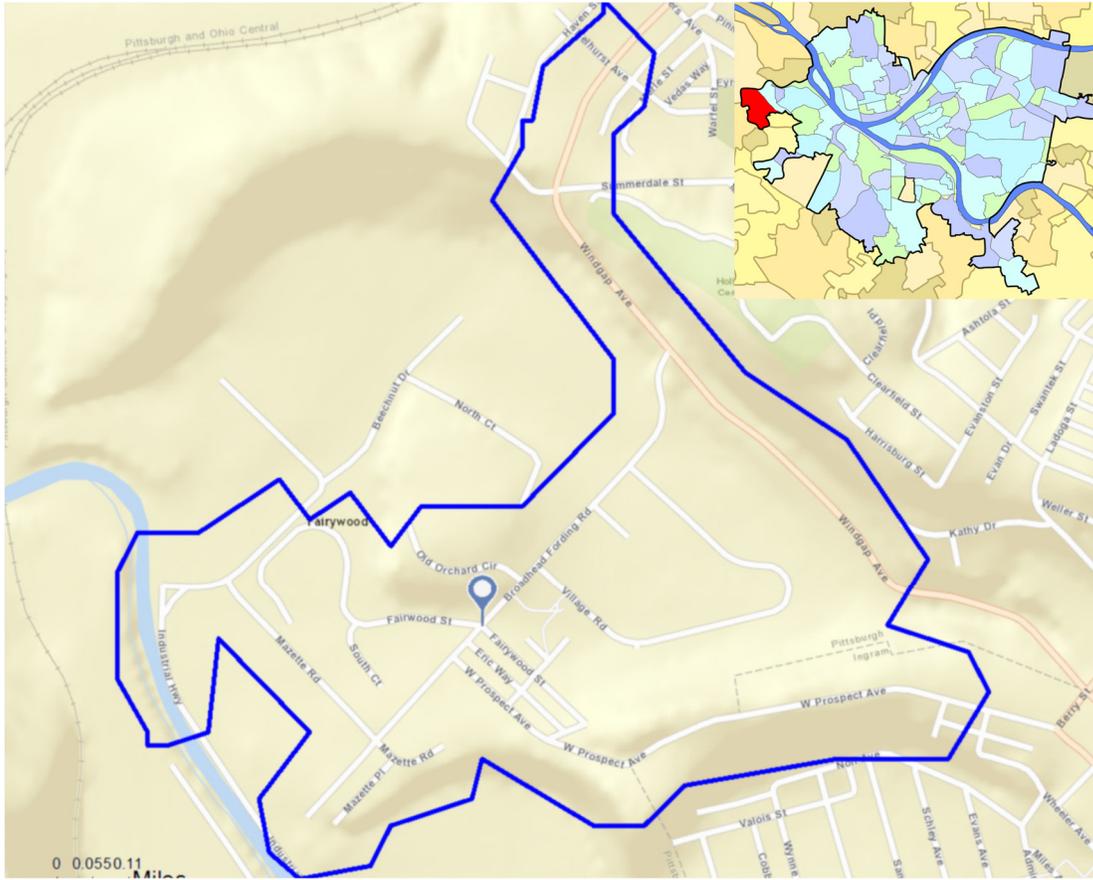


Fairywood Commercial District

Fairywood



2016 Business Summary (2 Minute Drive Time)

Number of Businesses:
9

Number of Employees:
159

Employees/Residential
Population Ratio*:
0.11:1

Major Industries:
General Merchandise 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	\$4,073,671	\$0	\$4,073,671	100.0	0
Furniture & Home Furnishing Stores	\$541,745	\$0	\$541,745	100.0	0
Electronics and Appliance Stores	\$984,384	\$0	\$984,384	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$743,733	\$0	\$743,733	100.0	0
Food and Beverage Stores	\$3,752,389	\$0	\$3,752,389	100.0	0
Health and Personal Care Stores	\$808,346	\$0	\$808,346	100.0	0
Gasoline Stations	\$1,287,037	\$0	\$1,287,037	100.0	0
Clothing & Clothing Accessories Stores	\$949,478	\$0	\$949,478	100.0	0
Sporting Goods / Hobby / Music / Book Stores	\$583,999	\$0	\$583,999	100.0	0
General Merchandise Stores	\$3,096,960	\$0	\$3,096,960	100.0	0
Nonstore Retailers	\$603,985	\$0	\$603,985	100.0	0
Food Services & Drinking Places	\$1,954,441	\$0	\$1,954,441	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	2014	2019 (Projected)	Annual Rate of Change (2014-2019)
Population	1,355	1,427	1,482	0.77%
Households	708	760	796	0.95%
Median Age	29.0	27.8	29.0	0.86%
% 0-9	8.2%	7.8%	7.6%	-0.51%
% 10-14	3.3%	2.8%	2.6%	-1.43%
% 15-24	26.4%	27.1%	25.5%	-1.18%
% 25-34	22.2%	24.0%	26.0%	1.67%
% 35-44	9.4%	8.4%	8.1%	-0.71%
% 45-54	10.3%	8.5%	7.4%	-2.59%
% 55-64	10.6%	10.4%	9.6%	-1.54%
% 65+	9.5%	11.2%	13.3%	3.75%
Median Household Income	***	\$36,427	\$41,236	2.64%
Average Household Income	***	\$48,108	\$54,988	2.86%
Per Capita Income	***	\$23,366	\$26,878	3.01%
Total Housing Units	801	880	903	0.52%
% Owner Occupied Units	31.3%	26.9%	26.2%	-0.52%
% Renter Occupied Units	57.1%	59.4%	61.8%	0.81%
% Vacant Housing Units	11.6%	13.6%	11.8%	-2.65%
Median Home Value	***	\$121,176	\$138,462	2.85%

Traffic Count Profile	Closest Cross-Street	Count
Mazette Rd	Fairywood St	1,858
Broadhead Ford- ing Rd	Village Rd	1,776
Rd 3067	Roswell Dr	4,395
Windgap Ave	Summerdale St	5,,064

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.

2014 Households by Disposable Income	
<\$15,000	27.9%
\$15,000—\$24,999	13.4%
\$25,000—\$34,999	14.2%
\$35,000—\$49,999	16.7%
\$50,000—\$74,999	17.1%
\$75,000—\$99,999	4.7%
\$100,000—\$149,999	4.6%
\$150,000+	1.1%
Median Disposable Income	\$30,264

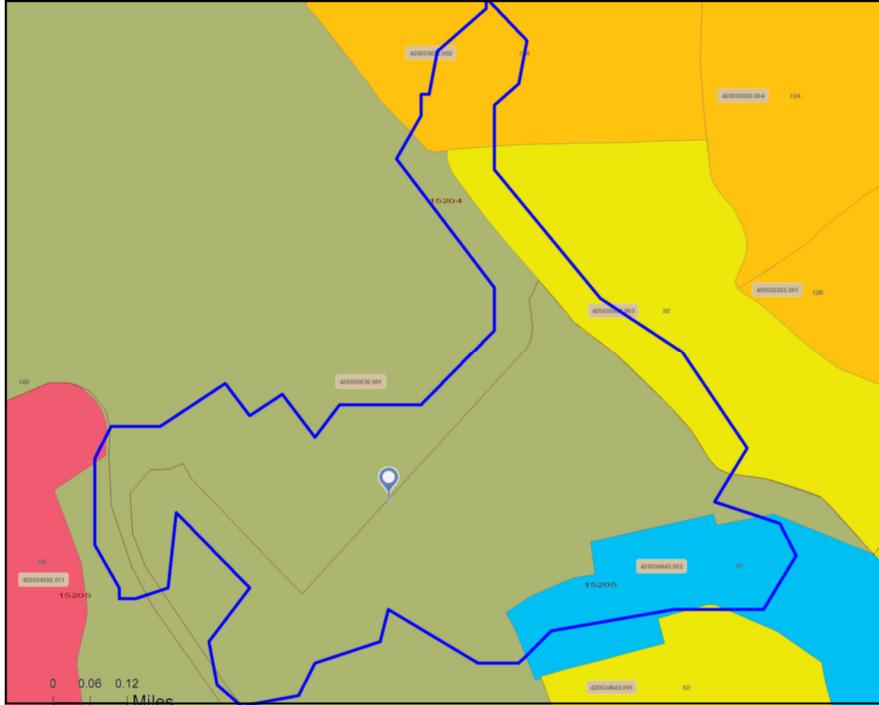
Note: Disposable income is after-tax household income.

2014 Educational Attainment (Ages 25+)	
No High School Diploma	3.8%
High School Diploma or Some College	50.3%
Associates Degree	8.0%
Bachelor's Degree	25.4%
Graduate or Professional Degree	12.6%

Spending Potential Index	
Apparel and Services	68
Computers and Accessories	69
Education	74
Entertainment / Recreation	63
Food at Home	67
Food Away from Home	67
Health Care	60
Household Furnishing and Equipment	65
Investment	50
Retail Goods	64
Shelter	67
TV/Video/Audio	69
Travel	59
Vehicle Maintenance & Repairs	65
Total Expenditures	65

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.

Last Updated October 16



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

About half the residents of College Towns are enrolled in college, while the rest work for a college or the services that support it. Students have busy schedules, but make time between studying and part-time jobs for socializing and sports. Students that are new to managing their own finances tend to make impulse buys and splurge on the latest fashions. This digitally engaged group uses computers and cell phones for all aspects of life including shopping, school work, news, social media, and entertainment. College Towns are all about new experiences, and residents seek out variety and adventure in their lives.

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 choices.

Family Foundations

Family and faith are the cornerstones of life in these communities. Older children, still living at home, working toward financial independence, are common within these households. Neighborhoods are stable: little household growth has occurred for more than a decade. Many residents work in the health care industry or public administration across all levels of government. Style is important to these consumers, who spend on clothing for themselves and their children, as well as on smartphones

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

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

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



Public Square in Fairywood

Contacts

South West Pittsburgh CDC
swpcdc.wepittsburgh.com

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](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