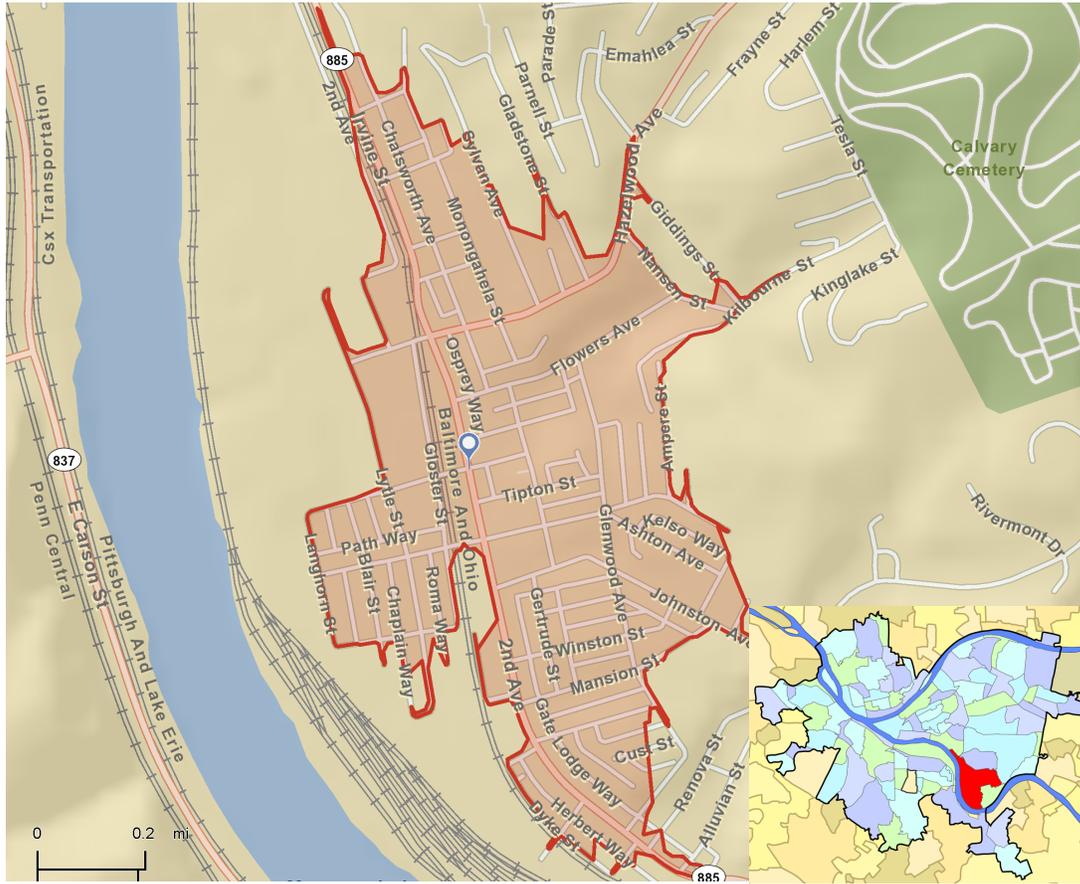


Second Avenue Commercial District Hazelwood



2015 Business Summary (2 Minute Drive Time)

Number of Businesses:
139

Number of Employees:
495

Employees/Residential
Population Ratio*:
0.16:1

Major Industries:
Food & Beverage Stores, Health &
Personal Care, Food Services &
Drinking Places

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	\$3,934,633	\$0	\$3,934,633	100.0	0
Furniture & Home Furnishing Stores	\$416,577	\$0	\$416,577	100.0	0
Electronics and Appliance Stores	\$505,491	\$0	\$505,491	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$578,822	\$0	\$578,822	100.0	0
Food and Beverage Stores	\$3,770,470	\$3,340,043	\$430,427	6.1	6
Health and Personal Care Stores	\$1,169,237	\$2,068,366	-\$899,129	-27.8	2
Gasoline Stations	\$2,018,687	\$0	\$2,018,687	100.0	0
Clothing & Clothing Accessories Stores	\$1,201,664	\$181,429	\$1,020,235	73.8	1
Sporting Goods / Hobby / Music / Book Stores	\$542,954	\$241,788	\$301,166	38.4	3
General Merchandise Stores	\$2,918,927	\$0	\$2,918,927	100.0	0
Nonstore Retailers	\$2,415,745	\$730,553	\$1,685,192	53.6	1
Food Services & Drinking Places	\$2,118,835	\$462,047	\$1,656,788	64.2	4

**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.

Second Avenue Commercial District



Demographic Data	2010	2014	2019 (Projected)	Annual Rate of Change (2014-2019)
Population	3,151	3,069	3,024	-0.29%
Households	1,386	1,366	1,354	-0.18%
Median Age	39.6	39.7	39.8	0.05%
% 0-9	14.1%	13.2%	13.1%	-0.15%
% 10-14	5.9%	6.2%	5.6%	-1.94%
% 15-24	13.3%	13.9%	13.3%	-0.86%
% 25-34	12.4%	12.1%	12.5%	0.66%
% 35-44	10.5%	9.8%	10.2%	0.82%
% 45-54	16.3%	14.9%	12.7%	-2.95%
% 55-64	12.7%	13.7%	14.1%	0.58%
% 65+	14.8%	16.1%	18.4%	2.86%
Median Household Income	***	\$26,568	\$30,149	2.70%
Average Household Income	***	\$38,204	\$44,682	3.39%
Per Capita Income	***	\$16,838	\$19,801	3.52%
Total Housing Units	1,807	1,820	1,839	0.21%
% Owner Occupied Units	38.7%	35.5%	34.2%	-0.73%
% Renter Occupied Units	38.0%	39.5%	39.4%	-0.05%
% Vacant Housing Units	23.3%	25.0%	26.4%	1.12%
Median Home Value	***	\$65,152	\$73,548	2.58%

Traffic Count Profile	Closest Cross-Street	Count
2nd Ave	Winston St	11,493
Hazelwood Ave	Sabina St	9,582
Ellis Way	Alluvian St	10,995

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.

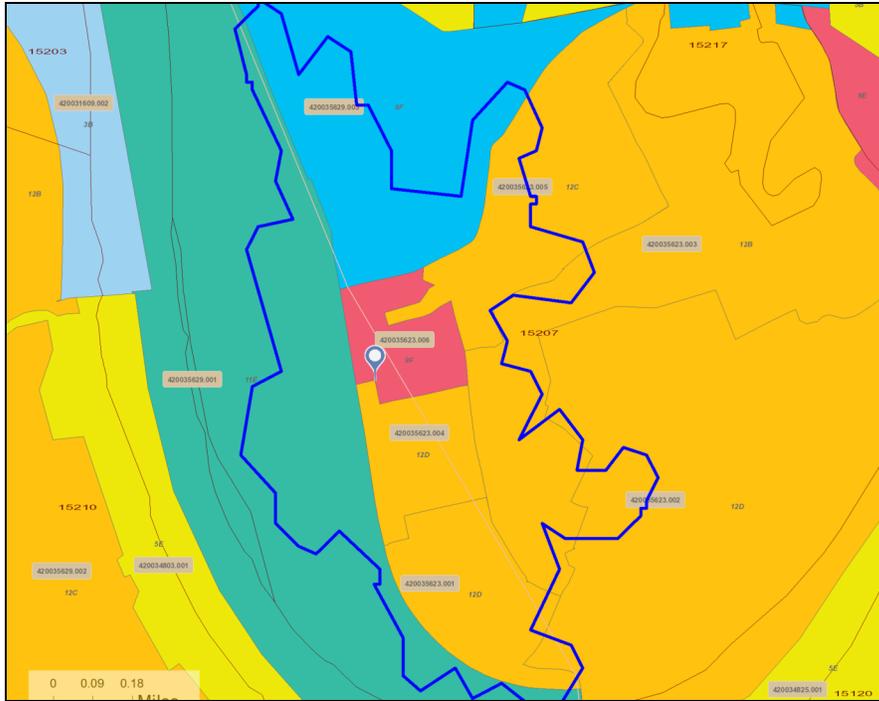
2014 Households by Disposable Income	
<\$15,000	33.3%
\$15,000—\$24,999	19.5%
\$25,000—\$34,999	13.3%
\$35,000—\$49,999	14.4%
\$50,000—\$74,999	11.2%
\$75,000—\$99,999	4.0%
\$100,000—\$149,999	3.4%
\$150,000+	0.9%
Median Disposable Income	\$22,970

Note: Disposable income is after-tax household income.

2014 Educational Attainment (Ages 25+)	
No High School Diploma	24.3%
High School Diploma or Some College	55.4%
Associates Degree	6.2%
Bachelor's Degree	9.6%
Graduate or Professional Degree	4.5%

Spending Potential Index	
Apparel and Services	37
Computers and Accessories	52
Education	51
Entertainment / Recreation	53
Food at Home	57
Food Away from Home	53
Health Care	54
Household Furnishing and Equipment	47
Investment	31
Retail Goods	52
Shelter	55
TV/Video/Audio	59
Travel	47
Vehicle Maintenance & Repair	53
Total Expenditures	50

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*

- 6th largest neighborhood in Pittsburgh by area
- Number of bus lines in neighborhood: 2
- Persons per sq. mile: 1,581 (City average: 5,646)
- Walk Score: 43

* 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

Modest Income Homes (31.0%)

Families in this urban segment may be nontraditional; however, their religious faith and family values guide their modest lifestyles. Many residents are primary caregivers to their elderly family members. Jobs are not always easy to come by, but wages and salary income are still the main sources of income for most households. Reliance on Social Security and public assistance income is necessary to support single-parent and multigenerational families. High poverty rates in this market make it difficult to make ends meet. Nonetheless, rents are relatively low (Index 73), public transportation is available, and Medicaid can assist families in need.

Social Security Set (19.0%)

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.

City Commons (18.7%)

This segment is one of Tapestry's youngest and largest markets, primarily comprised of single-parent and single-person households living within large, metro cities. While more than a third have a college degree or spent some time in college, nearly a third have not finished high school, which has a profound effect on their economic circumstance. However, that has not dampened their aspiration to strive for the best for themselves and their children.

Traditional Living (14.8%)

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.

Old and Newcomers (9.6%)

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.

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



Street View in Hazelwood
Photo Credit: John Altdorfer

Featured Business: Pittsburgh Firefighters Local #1



Type of Business: Firefighters

URA Program Utilized: Urban Development Fund

URA Investment: \$250,000

Private Investment: \$713,000

Total Project Investment: \$963,000

Contacts

Hazelwood Initiative:
www.hazelwoodhomepage.org/

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

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