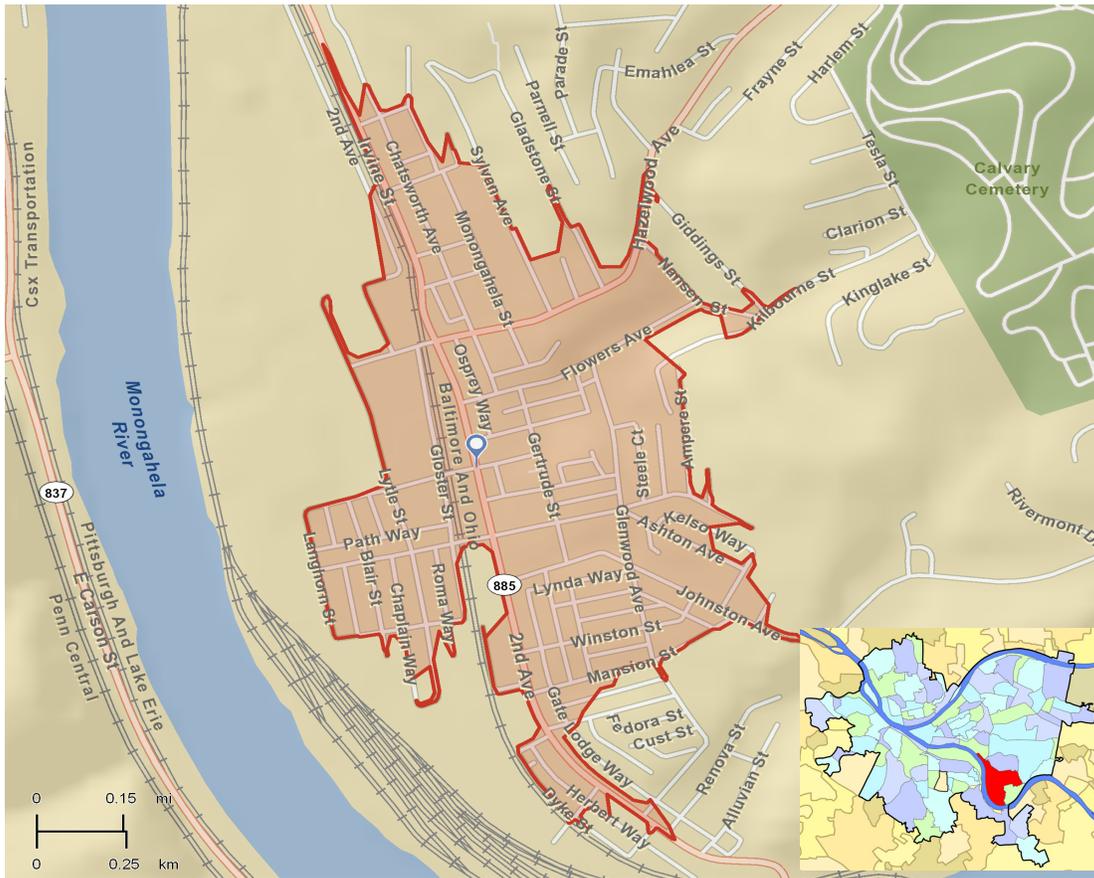


Second Avenue Commercial District Hazelwood



2013 Business Summary

Number of Businesses:
84

Number of Employees:
325

Employees/Residential
Population Ratio*:
0.12

Major Industries:
Wholesale Trade, Manufacturing,
Automotive Repair & Maintenance

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	\$2,920,778	\$0	\$2,920,778	100.0	0
Furniture & Home Furnishing Stores	\$323,358	\$0	\$323,358	100.0	0
Electronics and Appliance Stores	\$417,338	\$0	\$417,338	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$446,072	\$0	\$446,072	100.0	0
Food and Beverage Stores	\$3,034,109	\$1,390,277	\$1,643,833	37.2	4
Health and Personal Care Stores	\$1,040,407	\$5,803,460	-\$4,763,053	-69.6	2
Gasoline Stations	\$180,633	\$0	\$1,806,333	100.0	0
Clothing & Clothing Accessories Stores	\$940,865	\$143,591	\$797,274	73.5	1
Sporting Goods / Hobby / Music / Book Stores	\$451,979	\$123,177	\$328,802	57.2	2
General Merchandise Stores	\$2,396,466	\$0	\$2,396,466	100.0	0
Nonstore Retailers	\$1,555,560	\$427,483	\$112,077	56.9	0
Food Services & Drinking Places	\$1,592,199	\$80,045	\$1,512,154	90.4	1

**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	2013	2017 (Projected)	Annual Rate of Change (2013-2017)
Population	2,577	2,635	2,679	0.33%
Households	1,123	1,143	1,170	0.47%
Median Age	39.5	40.1	40.8	0.35%
% 0-9	14%	14%	13.8%	-0.29%
% 10-14	6.0%	5.8%	5.9%	0.34%
% 15-24	13.4%	13.0%	12.1%	-1.38%
% 25-34	12.5%	12.6%	12.5%	-0.16%
% 35-44	10.5%	10.1%	9.9%	-0.40%
% 45-54	16.3%	15.8%	14.6%	-1.52%
% 55-64	12.8%	13.5%	14.2%	1.04%
% 65+	14.8%	15.3%	17%	2.22%
Median Household Income	\$28,069	\$23,953	\$24,621	0.56%
Average Household Income	\$31,320	\$35,819	\$42,731	3.86%
Per Capita Income	\$16,640	\$15,678	\$18,839	4.03%
Total Housing Units	1,430	1,426	1,416	-0.14%
% Owner Occupied Units	38.4%	36.8%	38.5%	0.92%
% Renter Occupied Units	40.1%	43.3%	44.1%	0.37%
% Vacant Housing Units	21.5%	19.8%	17.4%	-2.42%
Median Home Value	\$35,337	\$59,938	\$65,823	1.96%

Traffic Count Profile	Closest Cross-Street	Count
2nd Ave	Winston St	12,945
Hazelwood Ave	Sabina St	10,661
E Carson St	Becks Run Rd	17,170
E Carson St	State Rte 885	17,931*
Bigelow St	Mc Caslin St	3,333
Irvine St	Mobile St	12,504
Johnston Ave	Rivermont Dr	1,843
Glenwood Brg	2nd Ave	14,948
Browns Hill Rd	Imogene St	18,502

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	36.7%
\$15,000—\$24,999	20.0%
\$25,000—\$34,999	17.1%
\$35,000—\$49,999	13.6%
\$50,000—\$74,999	8.7%
\$75,000—\$99,999	1.2%
\$100,000—\$149,999	.9%
\$150,000+	1.8%
Median Disposable Income	\$20,636

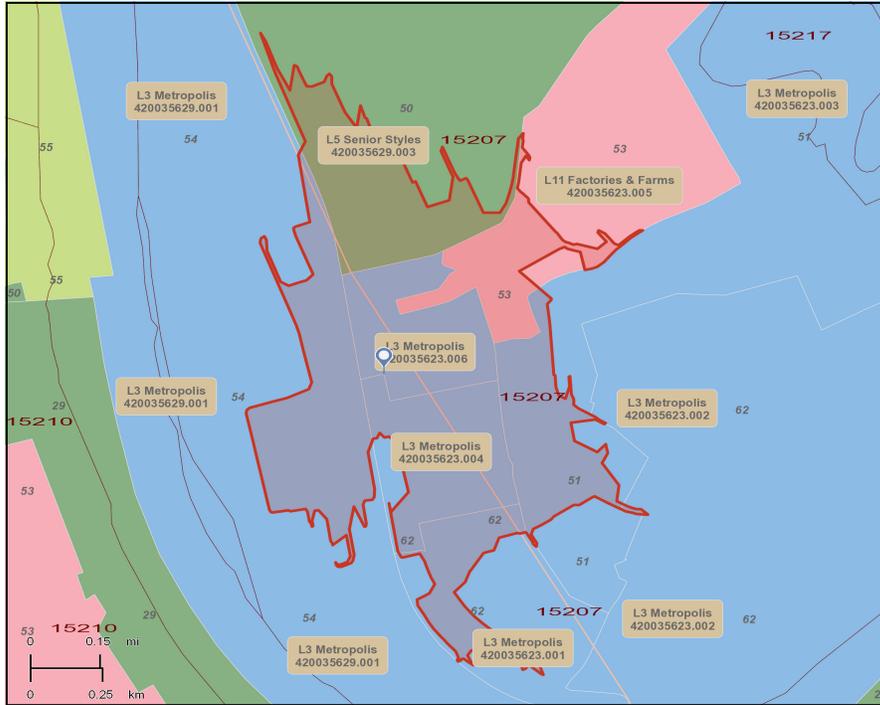
Note: Disposable income is after-tax household income.

2013 Educational Attainment (Ages 25+)	
No High School Diploma	17%
High School Diploma or Some College	63.5%
Associates Degree	4.2%
Bachelor's Degree	8.1%
Graduate or Professional Degree	7.0%

Spending Potential Index	
Apparel and Services	36
Computers and Accessories	51
Education	51
Entertainment / Recreation	54
Food at Home	57
Food away from Home	53
Health Care	55
Household Furnishing and Equipment	46
Investment	20
Miscellaneous	55
Shelter	52
Transportation	55
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.

Second Avenue Commercial District



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 (47.0%)

Many homes have been in the family for generations; therefore, only a small proportions of households have a mortgage. Relatively few homes have air conditioning or central heating; others rely on separate room air conditioners, ceiling fans, and space heaters. Residents shop regularly for groceries at Giant or make quick trips to the local Wawa for convenience items. Because internet access is not widespread in Urban Rows neighborhoods, most residents go online at school or the public library. Although cable TV is readily available, many opt for satellite TV. They watch a lot of daytime TV shows, sitcoms, and sports programs. They download music from the internet, read music magazines, and listen to urban and contemporary hit radio. They rarely eat out but enjoy going to the movies. Big basketball fans, they

Urban Rows (22.3%)

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.

Heartland Communities (7.2%)

Heartland Communities residents invest time and money in their cherished homes and communities. They take pride in their gardening skills and in growing their own vegetables. Many homes own a riding lawn mower to keep up their relatively large lots. Residents tackle home improvement projects such as exterior painting and faucet replacement and shop at Ace Hardware or Lowe's. Many residents order items from catalogs, QVC, and Avon sales representatives. They also shop at Wal-Mart or Kmart and buy groceries at Wal-Mart Supercenters. Favorite restaurants include Golden Corral and Cracker Barrel. The residents in this segment rarely travel by plane. Heartland Communities residents have a distinctly country lifestyle. They go hunting and fishing. They also read gardening, fishing, and hunting magazines and listen to country music and auto races on the radio. Reading two or more Sunday newspapers is important to them. Some join fraternal orders or religious clubs and even get involved with local politics. Many Heartland Communities households subscribe to cable and usually watch news programs and movies on TV.

Metro City Edge (17.2%)

Metro City Edge residents must spend their money wisely to ensure the welfare of their children. They tend to shop for groceries at Piggly Wiggly, Kroger, and Aldi but will go to superstores and wholesalers for bulk purchases of household and children's items. Some will have their vehicles serviced at auto parts chains. They eat at fast-food or family-style restaurants such as Old Country Buffet or Ryan's. They watch sitcoms, movies, news programs, courtroom shows, and sports such as pro-wrestling on TV. Accessing the Internet at home isn't important. They go to the movies and professional football games and play basketball. They read music and baby magazines and listen to urban and contemporary hit radio.

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



Street View in Hazelwood
Photo Credit: John Altdorfer

Featured Business: Sal’s Scotch Bottom Deli



Type of Business: Deli

URA Program Utilized: Pittsburgh Business Growth Fund (PGBF)

URA Investment: \$109,950

Private Investment: \$73,300

Total Project Investment: 183,250

Contacts

Hazelwood Initiative: <http://www.hazelwoodhomepage.com>
/

Urban Redevelopment Authority of Pittsburgh: <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](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