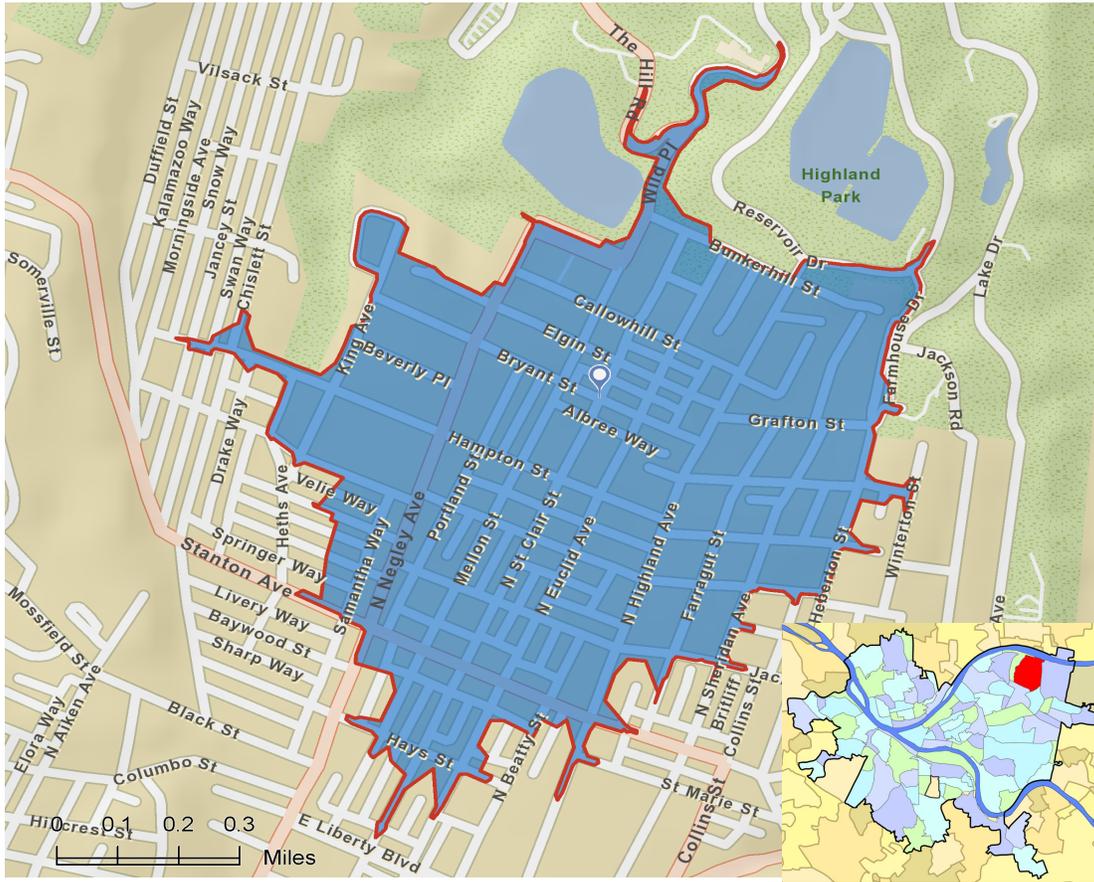


# Bryant Street Commercial District Highland Park



## 2013 Business Summary

Number of Businesses:  
67

Number of Employees:  
444

Employees/Residential  
Population Ratio\*:  
0.10

Major Industries:  
Educational Services, Health Care &  
Social Assistance, 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	\$10,707,591	\$399,101	\$10,308	92.8	1
Furniture & Home Furnishing Stores	\$1,288,106	\$149,267	\$1,138,839	79.2	1
Electronics and Appliance Stores	\$1,641,536	\$0	\$1,641,536	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$1,685,471	\$0	\$1,685,471	100.0	0
Food and Beverage Stores	\$8,925,371	\$1,614,235	\$7,311,136	69.4	3
Health and Personal Care Stores	\$2,252,416	\$1,622,893	\$629,523	16.2	1
Gasoline Stations	\$7,810,871	\$0	\$7,810,871	100.0	0
Clothing & Clothing Accessories Stores	\$2,200,395	\$381,830	\$1,818,565	70.4	3
Sporting Goods / Hobby / Music / Book Stores	\$788,375	\$0	\$788,375	100.0	0
General Merchandise Stores	\$6,419,904	\$0	\$6,419,904	100.0	0
Nonstore Retailers	\$2,052,508	\$0	\$2,052,508	100.0	0
Food Services & Drinking Places	\$8,083,175	\$1,932,122	\$6,151,053	61.4	7

\*\*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.

# Bryant Street Commercial District



Demographic Data	2010	2013	2017 (Projected)	Annual Rate of Change (2013-2017)
<b>Population</b>	4,600	4,501	4,440	-0.27%
<b>Households</b>	2,224	2,157	2,140	-0.16%
<b>Median Age</b>	38.0	38.5	39.2	0.36%
% 0-9	10.3%	10.1%	10.1%	0.00%
% 10-14	4.2%	4.1%	4.1%	0.00%
% 15-24	12.8%	12.6%	11.7%	-1.43%
% 25-34	18.7%	18.8%	18.7%	-0.11%
% 35-44	12.8%	12.4%	12.2%	-0.32%
% 45-54	14.6%	14.1%	13.0%	-1.56%
% 55-64	13.9%	14.6%	15.3%	0.96%
% 65+	12.6%	13.3%	15%	2.56%
<b>Median Household Income</b>	\$43,346	\$45,319	\$53,357	3.55%
<b>Average Household Income</b>	\$58,844	\$73,388	\$88,255	4.05%
<b>Per Capita Income</b>	\$27,692	\$35,415	\$42,803	4.17%
<b>Total Housing Units</b>	\$2,452	\$2,432	\$2,412	-0.16%
% Owner Occupied Units	40.4%	37.5%	39.2%	0.91%
% Renter Occupied Units	50.3%	51.2%	49.5%	-0.66%
% Vacant Housing Units	9.3%	11.3%	11.3%	0.00%
<b>Median Home Value</b>	\$129,459	\$160,213	\$186,871	3.33%

Traffic Count Profile	Closest Cross-Street	Count
N Highland Ave	Wayne Rd	6,790
N Negley Ave	Jackson St	11,931
Hill St	Serpentine Dr	6,485
Morningside Ave	Vetter St	7,976
Negley Run Blvd	Meadow St	4,732
Black St	N Fairmount St	11,816
Washington Blvd	Highland Dr	30,322
E Liberty Blvd	Sheridan Ave	3,738
Stanton Ave	Oranmore St	6,249
Baker St	Ballard Way	4,727

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

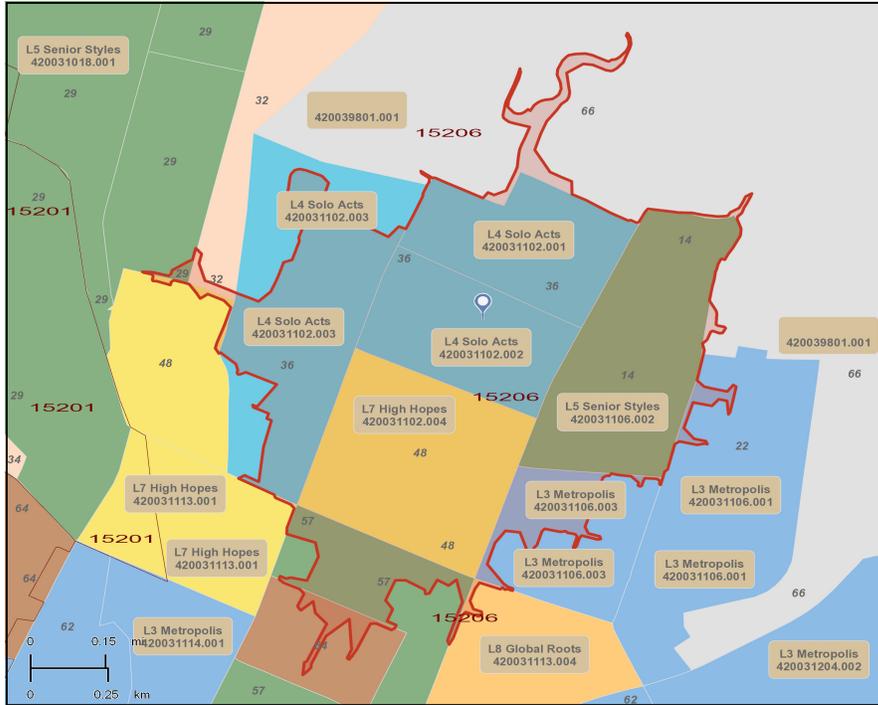
2013 Households by Disposable Income	
<\$15,000	15.7%
\$15,000—\$24,999	15.9%
\$25,000—\$34,999	15.2%
\$35,000—\$49,999	15.0%
\$50,000—\$74,999	15.0%
\$75,000—\$99,999	7.8%
\$100,000—\$149,999	9.5%
\$150,000+	5.8%
<b>Median Disposable Income</b>	\$37,375

Note: Disposable income is after-tax household income.

2013 Educational Attainment (Ages 25+)	
No High School Diploma	7.7%
High School Diploma or Some College	28.5%
Associates Degree	5.3%
Bachelor's Degree	22.8%
Graduate or Professional Degree	36.2%

Spending Potential Index	
<b>Apparel and Services</b>	76
<b>Computers and Accessories</b>	113
<b>Education</b>	117
<b>Entertainment / Recreation</b>	105
<b>Food at Home</b>	112
<b>Food away from Home</b>	112
<b>Health Care</b>	105
<b>Household Furnishing and Equipment</b>	96
<b>Investment</b>	96
<b>Miscellaneous</b>	106
<b>Shelter</b>	112
<b>Transportation</b>	110
<b>Travel</b>	105
<b>Total Expenditures</b>	108

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\*

- 14th most populous neighborhood in Pittsburgh
- 11th largest neighborhood by area
- 9th highest percentage of college graduates in Pittsburgh
- 7th highest median household income in Pittsburgh

\* 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

#### Old and Newcomers (53.3%)

Their purchases reflect the unencumbered lifestyles of singles and renters. They spend less at the grocery store than larger households. A domestic subcompact or compact car serves them well. They arrange their vacations to keep in touch with out-of-town relatives and friends. They read fiction and nonfiction, newspapers, and magazines. They watch TV, listen to contemporary hits radio, go to the movies, and rent DVDs to view at home. Their leisure activities are as varied as their ages. They exercise by walking, swimming, and going bowling. They also cook at home.

#### Great Expectations (23.9%)

*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.

#### Prosperous Empty Nesters (14.3%)

Prosperous Empty Nesters value their health and financial well-being. Their investments include annuities, certificates of deposit held longer than six months, mutual funds, money market funds, tax-exempt funds, and common stock. They hold universal life insurance policies. Residents exercise regularly and take a multitude of vitamins. They refurbish furniture and play golf. They also attend golf tournaments and sports events, particularly baseball games and college football games. They order by phone from catalogs and use coupons. Households are likely to own or lease a luxury car. Prosperous Empty Nesters residents take pride in their homes and communities, so home remodeling, improvements, and lawn care are priorities. Residents will join a civic club or charitable organization, help with fundraising, write to a radio station or newspaper editor, and volunteer. They travel extensively in the United States and abroad. They read biographies, mysteries, and history books; two or more daily newspapers; and business and fitness magazines. They watch golf, news, and talk programs on TV.

#### Simple Living (5.8%)

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.

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](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](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](http://www.ura.org/business_owners/facade_program.php)



Street scene in Highland Park

### Featured Business: Park Place Pub



**Type of Business:** Restaurant

**URA Investment:** \$44,000

**Private Investment:** \$68,200

**Total Project Investment:** \$112,200

### Contacts

Highland Park Community Council: <http://highlandparkcc.wordpress.com/>

Highland Park Community Development Corporation: <http://www.hpcdc.org/>

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](mailto: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](http://www.ucsur.pitt.edu/neighborhood_reports_acs.php)