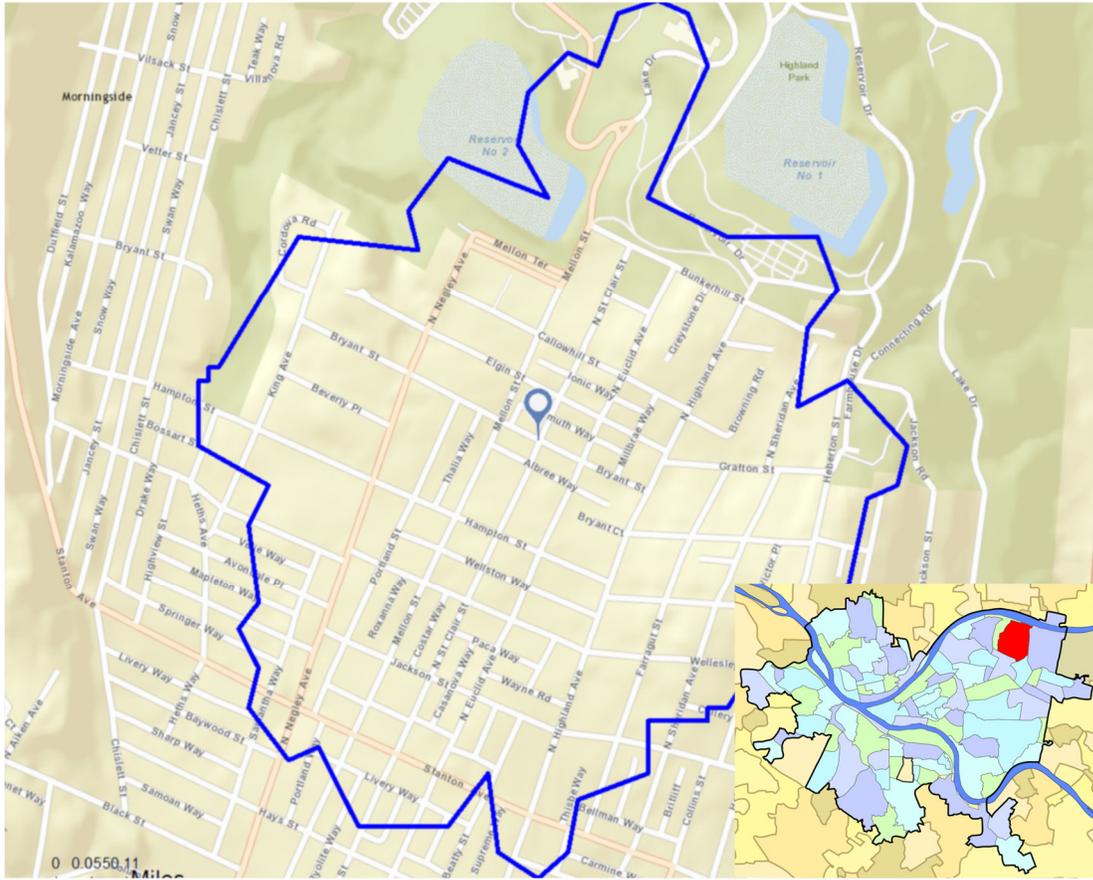


Bryant Street Commercial District

Highland Park



2016 Business Summary (2 Minute Drive Time)

Number of Businesses:
107

Number of Employees:
511

Employees/Residential
Population Ratio*:
0.1:1

Major Industries:
Motor Vehicle & Parts Dealers, Food
and Beverage Stores, 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	\$18,610,823	\$500,938	\$18,109,885	94.8	1
Furniture & Home Furnishing Stores	\$2,517,090	\$623,204	\$1,893,886	60.3	1
Electronics and Appliance Stores	\$4,579,348	\$0	\$4,579,348	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$4,017,212	\$0	\$4,017,212	100.0	0
Food and Beverage Stores	\$16,880,318	\$1,552,306	\$15,328,012	81.3	3
Health and Personal Care Stores	\$3,765,491	\$3,878,391	-\$112,900	-1.5	1
Gasoline Stations	\$5,597,392	\$0	\$5,597,392	100.0	0
Clothing & Clothing Accessories Stores	\$4,336,904	\$243,971	\$4,092,933	89.3	2
Sporting Goods / Hobby / Music / Book Stores	\$2,678,246	\$0	\$2,678,246	100.0	0
General Merchandise Stores	\$14,093,393	\$0	\$14,093,393	100.0	0
Nonstore Retailers	\$2,814,717	\$0	\$2,814,717	100.0	0
Food Services & Drinking Places	\$9,047,619	\$3,853,161	\$5,194,458	40.3	14

**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	2015	2020 (Projected)	Annual Rate of Change (2015-2020)
Population	5,152	5,062	5,024	-0.15%
Households	2,484	2,460	2,451	-0.07%
Median Age	37.8	38.7	39.4	0.36%
% 0-9	10.5%	10.6%	10.0%	-1.31%
% 10-14	4.2%	4.6%	4.8%	0.87%
% 15-24	13.0%	10.8%	10.9%	0.18%
% 25-34	18.6%	19.0%	16.5%	-2.63%
% 35-44	12.9%	12.9%	15.2%	3.57%
% 45-54	14.6%	12.9%	11.8%	-1.71%
% 55-64	13.7%	14.2%	13.2%	-1.41%
% 65+	12.5%	15.0%	17.7%	3.60%
Median Household Income	***	\$47,120	\$55,928	3.74%
Average Household Income	***	\$70,743	\$80,797	2.84%
Per Capita Income	***	\$34,207	\$39,227	2.94%
Total Housing Units	2,723	2,747	2,775	0.20%
% Owner Occupied Units	40.6%	37.5%	36.8%	-0.37%
% Renter Occupied Units	50.6%	52.1%	51.7%	-0.15%
% Vacant Housing Units	8.8%	8.8%	11.7%	6.59%
Median Home Value	***	\$241,906	\$302,030	4.97%

Traffic Count Profile	Closest Cross-Street	Count
N Highland Ave	Wayne Rd	6,790
N Negley Ave	Jackson St	10,996
Mellon St	Mellon Ter	10,051

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.

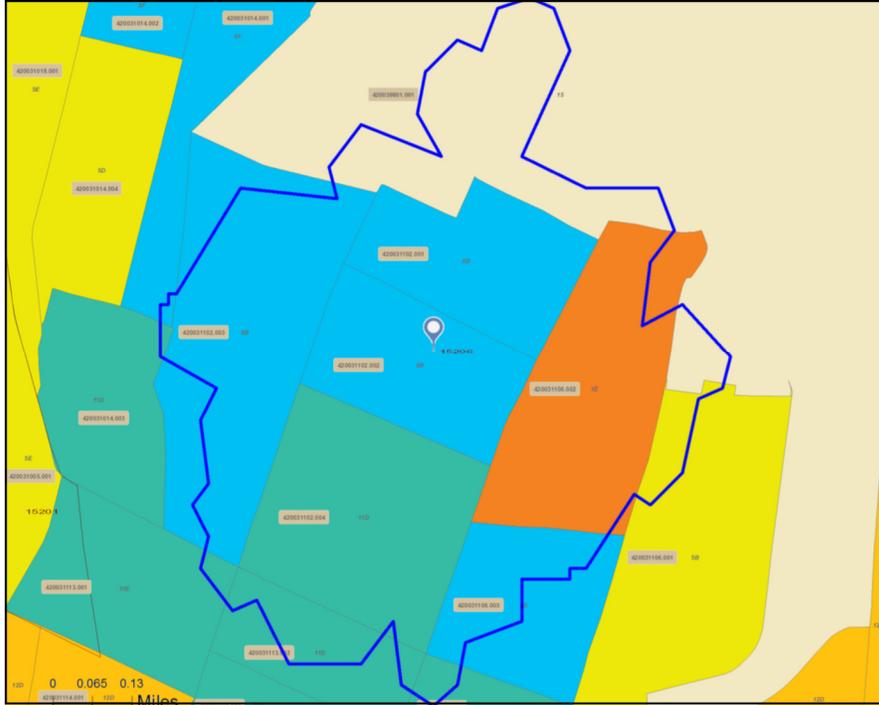
2015 Households by Disposable Income	
<\$15,000	17.9%
\$15,000—\$24,999	12.8%
\$25,000—\$34,999	14.9%
\$35,000—\$49,999	14.4%
\$50,000—\$74,999	18.4%
\$75,000—\$99,999	7.5%
\$100,000—\$149,999	9.3%
\$150,000+	4.8%
Median Disposable Income	\$38,585

Note: Disposable income is after-tax household income.

2015 Educational Attainment (Ages 25+)	
No High School Diploma	2.4%
High School Diploma or Some College	32.6%
Associates Degree	7.2%
Bachelor's Degree	23.5%
Graduate or Professional Degree	34.3%

Spending Potential Index	
Apparel and Services	97
Computers and Accessories	99
Education	100
Entertainment / Recreation	93
Food at Home	95
Food Away from Home	96
Health Care	90
Household Furnishing and Equipment	94
Investment	103
Retail Goods	93
Shelter	99
TV/Video/Audio	95
Travel	94
Vehicle Maintenance & Repairs	95
Total Expenditures	96

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

Emerald City

Emerald City's denizens live in lower-density neighborhoods of urban areas throughout the country. Young and mobile, they are more likely to rent. Well educated and well employed, half have a college degree and a professional occupation. Incomes close to the US median come primarily from wages and self-employment. This group is highly connected, using the Internet for entertainment and making environmentally friendly purchases. Long hours on the Internet are balanced with time at the gym. Many embrace the "foodie" culture and enjoy cooking adventurous meals using local and organic foods. Music and art are major sources of enjoyment. They travel frequently, both personally and for business.

Set to Impress

Set to Impress is depicted by medium to large multiunit apartments with lower than average rents. These apartments are often nestled into neighborhoods with other businesses or single-family housing. Nearly one in three residents is 20 to 34 years old, and over half of the homes are nonfamily households. Although many residents live alone, they preserve close connections with their family. Income levels are low; many work in food service while they are attending college. This group is always looking for a deal. They are very conscious of their image and seek to bolster their status with the latest fashion. Set to Impress residents are tapped into popular music and the local music scene.

Exurbanites

Ten years later, Exurbanites residents are now approaching retirement but showing few signs of slowing down. They are active in their communities, generous in their donations, and seasoned travelers. They take advantage of their proximity to large metropolitan centers to support the arts, but prefer a more expansive home style in less crowded neighborhoods. They have cultivated a lifestyle that is both affluent and urbane.

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

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 [Joseette Fitzgibbons](mailto:Joseette.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 scene in Highland Park

Featured Business: Park Place Pub



Type of Business: Restaurant

URA Program: Storefront Renovation Program

URA Investment: \$44,000

Private Investment: \$68,200

Total Project Investment: \$112,200

Contacts

Highland Park Community Council:
www.hpccpgh.org/

Highland Park Community Development Corporation:
www.hpcdc.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 [Joseette Fitzgibbons](mailto:Joseette.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