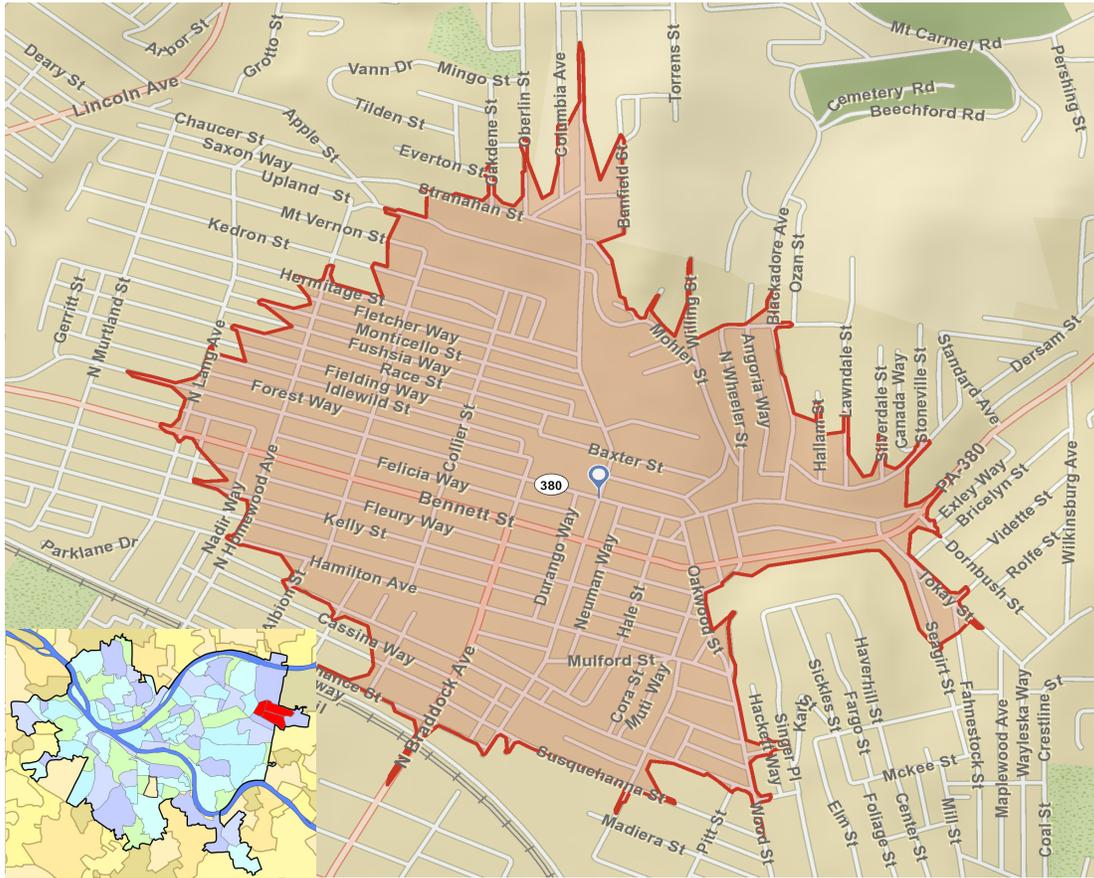


MARKET PROFILE

Frankstown and Brushton Ave Commercial District Homewood



2013 Business Summary

Number of Businesses:
177

Number of Employees:
868

Employees/Residential
Population Ratio*:
0.24

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	\$3,285,662	\$33,019	\$3,252,643	98.0	1
Furniture & Home Furnishing Stores	\$364,078	\$0	\$364,078	100.0	0
Electronics and Appliance Stores	\$474,310	\$60,417	\$413,893	77.4	1
Building Materials, Garden Equip. & Supply Stores	\$460,127	\$202,224	\$257,902	38.9	2
Food and Beverage Stores	\$3,495,528	\$798,758	\$2,696,770	62.8	5
Health and Personal Care Stores	\$1,170,092	\$0	\$1,170,092	100.0	0
Gasoline Stations	\$2,084,970	\$195,453	\$1,889,517	82.9	1
Clothing & Clothing Accessories Stores	\$1,089,125	\$89,627	\$999,498	84.8	1
Sporting Goods / Hobby / Music / Book Stores	\$517,311	\$0	\$517,311	100.0	0
General Merchandise Stores	\$2,748,316	\$0	\$2,748,316	100.0	0
Nonstore Retailers	\$1,736,414	\$13,150	\$1,723,265	98.5	0
Food Services & Drinking Places	\$1,819,227	\$414,011	\$1,405,216	62.9	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.

Frankstown and Brushton Ave Commercial District



Demographic Data	2010	2013	2017 (Projected)	Annual Rate of Change (2013-2017)
Population	3,514	3,544	3,613	0.39%
Households	1,468	1,465	1,496	0.42%
Median Age	35.5	36.0	37.0	0.56%
% 0-9	15.7%	15.8%	15.7%	-0.13%
% 10-14	7.7%	7.5%	7.6%	0.27%
% 15-24	16.6%	16.0%	14.9%	-1.38%
% 25-34	9.4%	9.7%	9.8%	0.21%
% 35-44	10.3%	10.1%	9.9%	-0.40%
% 45-54	12.9%	12.5%	11.5%	-1.60%
% 55-64	11.8%	12.4%	12.9%	0.81%
% 65+	15.6%	16.2%	17.8%	1.98%
Median Household Income	\$23,307	\$18,614	\$20,648	2.19%
Average Household Income	\$34,933	\$31,475	\$37,526	3.84%
Per Capita Income	\$14,732	\$12,999	\$15,515	3.87%
Total Housing Units	2,017	1,985	1,961	-0.24%
% Owner Occupied Units	31.8%	30.1%	31.8%	1.13%
% Renter Occupied Units	41.0%	43.7%	44.5%	0.37%
% Vacant Housing Units	27.1%	26.2%	23.7%	-1.91%
Median Home Value	\$56,982	\$67,372	\$74,697	2.17%

Traffic Count Profile	Closest Cross-Street	Count
Frankstown Ave	N Braddock Ave	6,792
Brushton Ave	Hermitage St	2,758
N Braddock Ave	Tioga St	1,436
Bennett St	Dornbush St	7,277
N Homewood Ave	Monticello St	3,343
Wood St	Oakwood St	6,888
N Homewood Ave	Cassina Way	4,087
Hamilton Ave	Clawson St	6,393
Beechford Rd	Blackadore Ave	2,530
Upland St	N Murtland St	3,076

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	44.7%
\$15,000—\$24,999	20.3%
\$25,000—\$34,999	13.0%
\$35,000—\$49,999	9.1%
\$50,000—\$74,999	8.5%
\$75,000—\$99,999	1.8%
\$100,000—\$149,999	0.4%
\$150,000+	0.3%
Median Disposable Income	%16,786

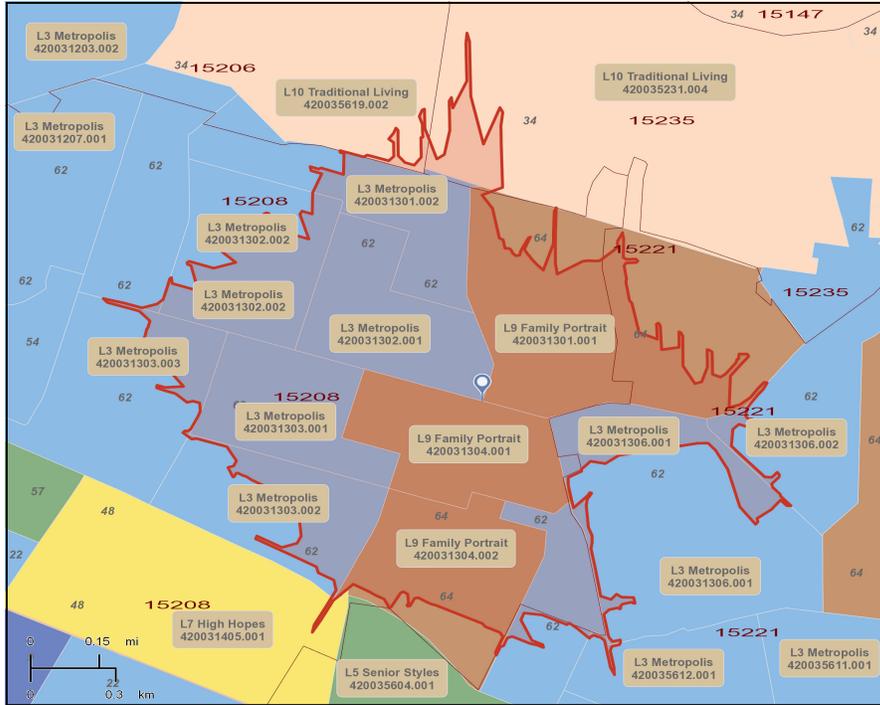
Note: Disposable income is after-tax household income.

2013 Educational Attainment (Ages 25+)	
No High School Diploma	18.11%
High School Diploma or Some College	60.9%
Associates Degree	7.2%
Bachelor's Degree	8.4%
Graduate or Professional Degree	2.7%

Spending Potential Index	
Apparel and Services	47
Computers and Accessories	44
Education	44
Entertainment / Recreation	48
Food at Home	51
Food away from Home	48
Health Care	48
Household Furnishing and Equipment	41
Investment	16
Miscellaneous	47
Shelter	46
Transportation	49
Travel	40
Total Expenditures	47

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.

Frankstown and Brushton Ave Commercial District



ESRI Tapestry Segmentation Area Profile

Neighborhood Quick Facts*

- Number of bus lines in neighborhood: 16
- Persons per sq. mile: 8,968 (City average: 5,646)
- Walk Score: 68

* 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 (65.8%)

Residents are big fans of daytime and primetime TV. They go to the movies occasionally and also like to watch movies on TV channels such as the Lifetime Movie Network and The Movie Channel. They also watch football and basketball games on TV. They listen to urban radio. The Internet is the least effective way to reach these folks. To save money, they shop at discount stores, limit their long-distance telephone calls, and restrict nonessential services such as Internet access and fitness center memberships. When they participate in physical activities, they might play basketball. Most drive used domestic sedans.

City Commons (34.2%)

City Commons residents buy baby and children's products, food, and clothing most frequently. They shop primarily at discount stores and occasionally at department stores. Most families enjoy eating at fast-food restaurants several times a month. For exercise, they take their children to nearby city parks and playgrounds. Occasionally, they go to basketball games. An annual travel destination is probably to a theme park. They watch daytime courtroom and talk show programs and primetime TV shows. They would rather go to the movies than rent films to watch at home. They buy game systems for their children and listen to urban radio.

Family Foundations (.01%)

Active in their communities, Family Foundations residents attend church, serve on church boards, help with fund-raising projects, and participate in civic activities. They spend money on their families and home maintenance projects. Careful consumers, they watch their budgets. They eat at home, shop at discount stores such as Marshalls and T.J. Maxx, and take advantage of savings at Sam's Club. They're big TV fans; they watch courtroom shows, sports, and news programs. Viewership rates are very high; cable subscriptions are near the US level. Many households own multiple sets so they won't miss anything. They listen to gospel, urban, and jazz radio and read newspapers, Entertainment Weekly, and general editorial and newsmagazines. Basketball is a favorite sport; they play, attend professional games, watch games on TV, and listen to games on the 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



Frankstown Avenue

Contacts

Urban Redevelopment
Authority of Pittsburgh: [http://
www.ura.org/](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