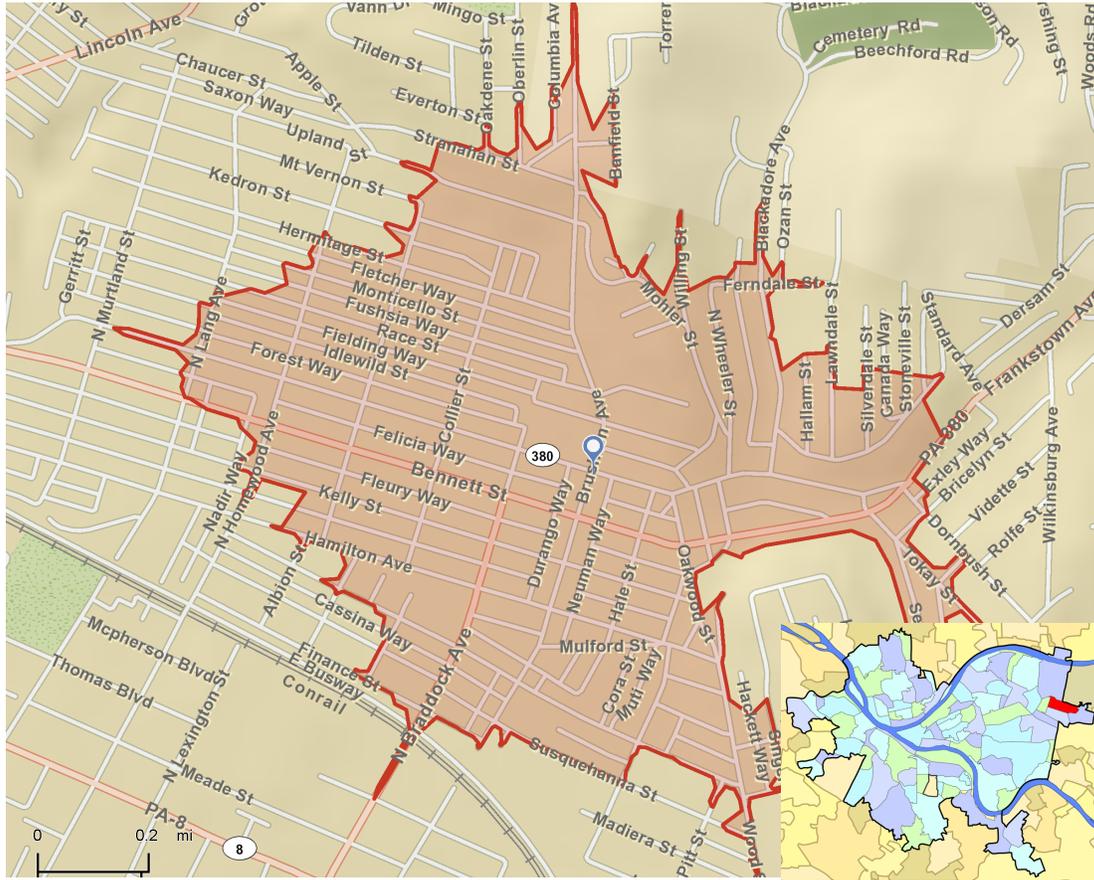


# Frankstown and Brushton Ave Commercial District Homewood



### 2015 Business Summary (2 Minute Drive Time)

Number of Businesses:  
235

Number of Employees:  
1,102

Employees/Residential  
Population Ratio\*:  
0.27:1

Major Industries:  
Food & Beverage Stores, Food Services  
& Drinking Places, Clothing & Clothing  
Accessory 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	\$3,937,278	\$0	\$3,937,278	100.0	0
Furniture & Home Furnishing Stores	\$420,509	\$0	\$420,509	100.0	0
Electronics and Appliance Stores	\$504,023	\$104,193	\$399,830	65.7	1
Building Materials, Garden Equip. & Supply Stores	\$559,878	\$84,260	\$475,618	73.8	1
Food and Beverage Stores	\$3,747,331	\$1,660,643	\$2,086,688	38.6	8
Health and Personal Care Stores	\$1,174,367	\$0	\$1,174,367	100.0	0
Gasoline Stations	\$2,055,010	\$0	\$2,055,010	100.0	0
Clothing & Clothing Accessories Stores	\$1,205,242	\$172,280	\$1,032,962	75.0	1
Sporting Goods / Hobby / Music / Book Stores	\$523,776	\$106,791	\$416,985	66.1	1
General Merchandise Stores	\$2,918,017	\$0	\$2,918,017	100.0	0
Nonstore Retailers	\$2,400,367	\$45,178	\$2,355,189	96.3	1
Food Services & Drinking Places	\$2,082,947	\$651,527	\$1,431,420	52.3	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.

# Frankstown and Brushton Ave Commercial District



Demographic Data	2010	2014	2019 (Projected)	Annual Rate of Change (2014-2019)
Population	4,068	4,076	4,106	0.15%
Households	1,703	1,721	1,740	0.22%
Median Age	35.5	35.5	36.5	0.56%
% 0-9	15.9%	16.0%	15.9%	-0.13%
% 10-14	7.7%	7.0%	6.9%	-0.29%
% 15-24	16.6%	16.3%	15.0%	-1.60%
% 25-34	9.3%	10.3%	10.7%	0.78%
% 35-44	10.2%	9.6%	9.7%	0.21%
% 45-54	13.1%	12.0%	10.9%	-1.83%
% 55-64	11.6%	12.3%	12.0%	-0.49%
% 65+	15.6%	16.5%	18.9%	2.91%
Median Household Income	***	\$18,460	\$20,389	2.09%
Average Household Income	***	\$30,330	\$36,538	4.09%
Per Capita Income	***	\$12,688	\$15,325	4.16%
Total Housing Units	2,355	2,406	2,451	0.37%
% Owner Occupied Units	32.0%	29.5%	29.1%	-0.27%
% Renter Occupied Units	40.3%	42.0%	41.9%	-0.05%
% Vacant Housing Units	27.7%	28.5%	29.0%	0.35%
Median Home Value	***	\$73,088	\$82,281	2.52%

Traffic Count Profile	Closest Cross-Street	Count
Frankstown Ave	N Braddock Ave	6,064
Brushton Ave	Hermitage St	2,843
N Braddock Ave	Tioga St	12,024
Bennett St	Dornbush St	7,277
N Homewood Ave	Monticello St	3,292
Wood St	Oakwood St	6,311
Brushton Ave	Kelly St	5,131
N Braddock Ave	Bennet St	3,515
Monticello St	Collier St	385

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	46.4%
\$15,000—\$24,999	19.2%
\$25,000—\$34,999	11.3%
\$35,000—\$49,999	8.9%
\$50,000—\$74,999	8.8%
\$75,000—\$99,999	2.6%
\$100,000—\$149,999	2.4%
\$150,000+	0.6%
Median Disposable Income	\$16,276

Note: Disposable income is after-tax household income.

2014 Educational Attainment (Ages 25+)	
No High School Diploma	19.9%
High School Diploma or Some College	60.1%
Associates Degree	7.1%
Bachelor's Degree	8.3%
Graduate or Professional Degree	4.7%

Spending Potential Index	
Apparel and Services	29
Computers and Accessories	40
Education	39
Entertainment / Recreation	42
Food at Home	44
Food Away from Home	41
Health Care	43
Household Furnishing and Equipment	37
Investment	18
Retail Goods	41
Shelter	43
TV/Video/Audio	48
Travel	37
Vehicle Maintenance & Repair	42
Total Expenditures	36

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.





## 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)

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

### Façade Improvement Programs

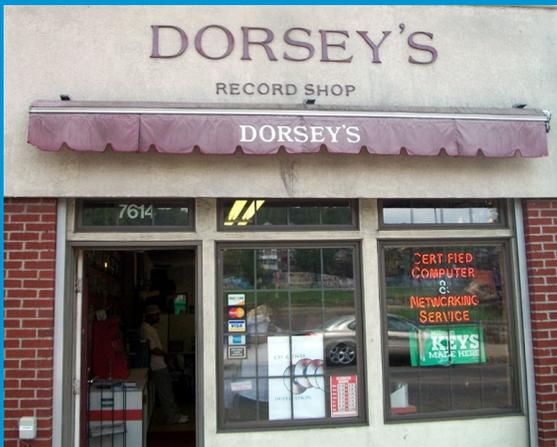
Restored storefronts improve the pedestrian environment, attract more customers, and encourage economic development and investment. The URA offers several different façade improvement programs designed for commercial building owners and tenants to improve their storefronts. Your location determines your 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](http://www.ura.org/business_owners/facade_program.php)



Frankstown Avenue

### Featured Business: Dorsey's Record Shop



**Type of Business:** Computer Needs

**URA Program Utilized:** Streetface Loan

**URA Investment:** \$31,031.20

**Private Investment:** \$8,882.80

**Total Project Investment:** \$39,914.00

### Contacts

Homewood-Brushton Business Association:  
[www.ubaninnovation21.org](http://www.ubaninnovation21.org)

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