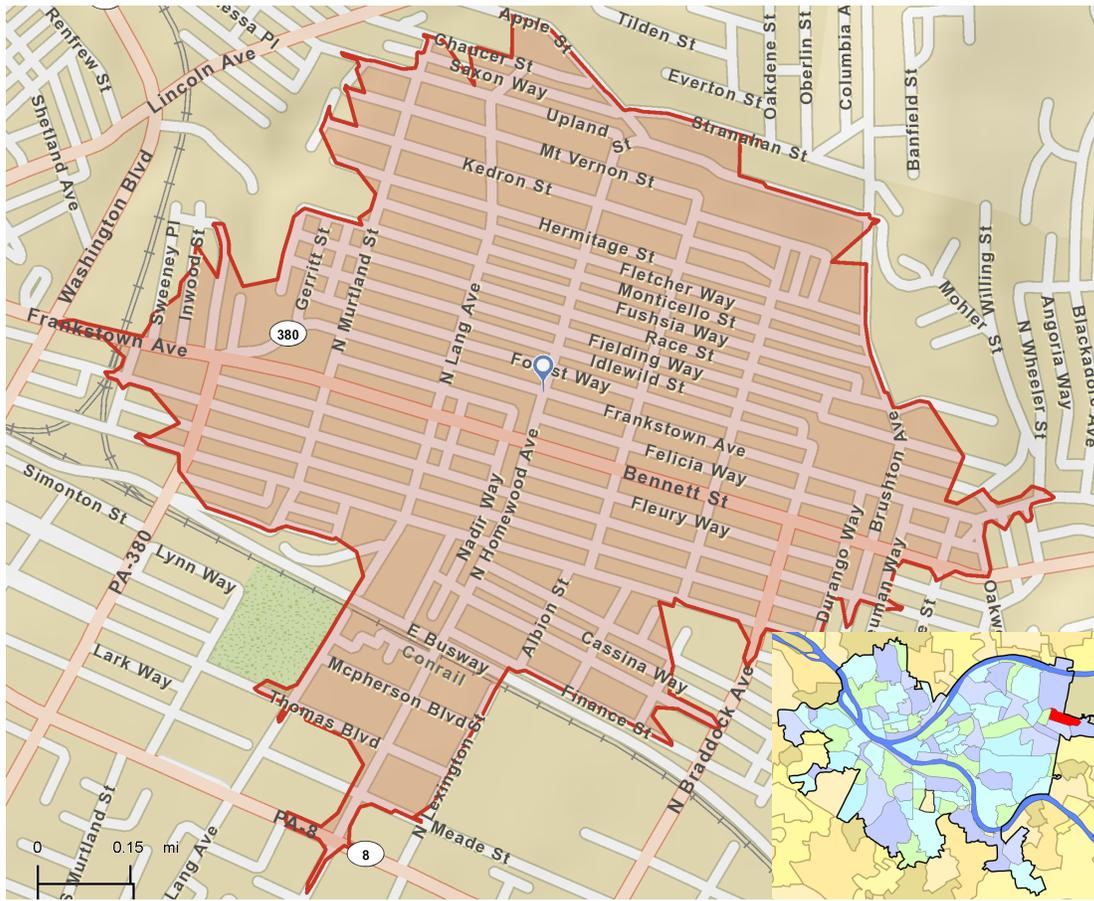


**Frankstown and N Homewood Ave Commercial District**  
**Homewood**



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

Number of Businesses:  
268

Number of Employees:  
1,560

Employees/Residential  
Population Ratio\*:  
0.34:1

Major Industries:  
Food & Beverage Stores, Gasoline  
Stations, Motor Vehicles & Parts  
Dealers

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	\$4,634,796	\$471,997	\$4,162,799	81.5	1
Furniture & Home Furnishing Stores	\$499,492	\$0	\$499,492	100.0	0
Electronics and Appliance Stores	\$601,379	\$222,119	\$379,260	46.1	1
Building Materials, Garden Equip. & Supply Stores	\$664,436	\$179,7991	\$484,645	57.4	2
Food and Beverage Stores	\$4,491,047	\$2,061,306	\$4,429,741	37.1	7
Health and Personal Care Stores	\$1,400,819	\$0	\$1,400,819	100.0	0
Gasoline Stations	\$2,421,754	\$1,288,723	\$1,133,031	30.5	1
Clothing & Clothing Accessories Stores	\$1,441,882	\$283,261	\$1,158,621	67.2	2
Sporting Goods / Hobby / Music / Book Stores	\$627,841	\$149,084	\$478,757	61.6	1
General Merchandise Stores	\$3,480,198	\$0	\$3,480,198	100.0	0
Nonstore Retailers	\$2,868,941	\$67,589	\$2,801,352	95.4	1
Food Services & Drinking Places	\$2,507,044	\$775,788	\$1,731,256	52.7	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 N Homewood Ave Commercial District



Demographic Data	2010	2014	2019 (Projected)	Annual Rate of Change (2014-2019)
<b>Population</b>	4,522	4,532	4,571	0.17%
<b>Households</b>	2,009	2,030	2,051	0.21%
<b>Median Age</b>	39.2	39.4	39.5	0.05%
% 0-9	13.6%	13.2%	13.2%	0.00%
% 10-14	6.9%	6.5%	6.1%	-1.23%
% 15-24	15.6%	15.4%	13.9%	-1.95%
% 25-34	9.9%	10.9%	12.1%	2.20%
% 35-44	10.5%	9.6%	9.6%	0.00%
% 45-54	13.7%	12.6%	11.2%	-2.22%
% 55-64	12.5%	13.3%	13.1%	-0.30%
% 65+	17.5%	18.4%	20.7%	2.50%
<b>Median Household Income</b>	***	\$18,981	\$21,394	2.54%
<b>Average Household Income</b>	***	\$30,750	\$37,059	4.10%
<b>Per Capita Income</b>	***	\$13,731	\$16,582	4.15%
<b>Total Housing Units</b>	2,778	2,836	2,888	0.37%
% Owner Occupied Units	31.2%	28.9%	28.5%	-0.28%
% Renter Occupied Units	41.1%	42.7%	42.5%	-0.09%
% Vacant Housing Units	27.7%	28.4%	29.0%	0.42%
<b>Median Home Value</b>	***	\$73,768	\$80,251	1.76%

Traffic Count Profile	Closest Cross-Street	Count
N Homewood Ave	Monticello St	3,292
Hamilton Ave	Clawson St	6,209
N Homewood Ave	Cassina Way	4,087
Frankstown Ave	N Braddock Ave	6,064
Upland St	N Murtland St	2,746
Frankstown Ave	N Braddock Ave	6,064
N Braddock Ave	Tioga St	12,024
N Lang Ave	Formosa Way	2,062
Frankstown Ave	Gerritt St	6,792
N Braddock Ave	Bennett St	3,515

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.

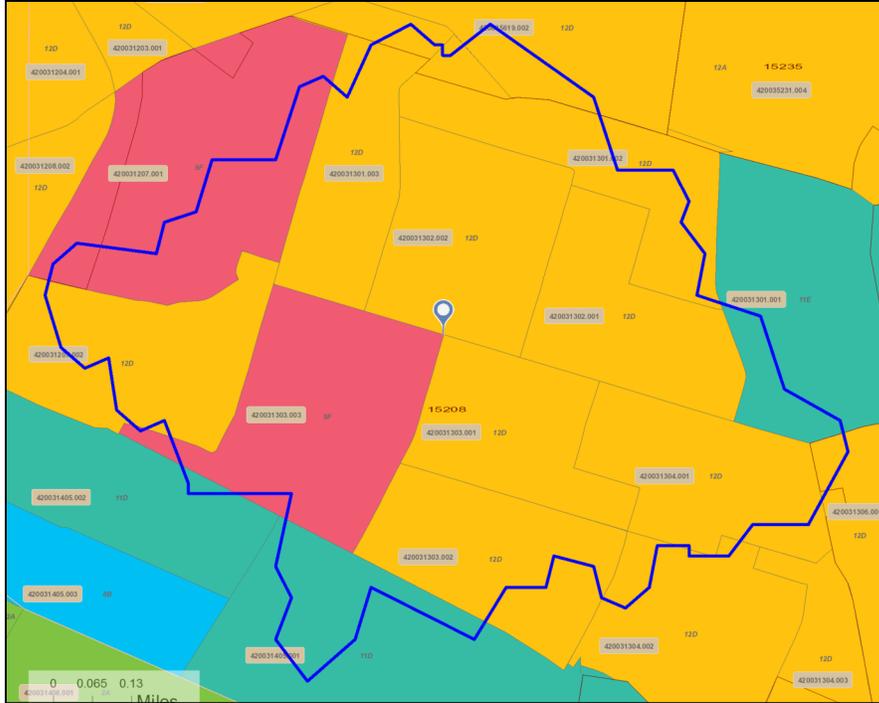
2014 Households by Disposable Income	
<\$15,000	44.8%
\$15,000—\$24,999	19.7%
\$25,000—\$34,999	11.1%
\$35,000—\$49,999	10.1%
\$50,000—\$74,999	9.2%
\$75,000—\$99,999	2.4%
\$100,000—\$149,999	2.2%
\$150,000+	0.5%
<b>Median Disposable Income</b>	\$16,818

Note: Disposable income is after-tax household income.

2014 Educational Attainment (Ages 25+)	
No High School Diploma	17.4%
High School Diploma or Some College	62.0%
Associates Degree	5.4%
Bachelor's Degree	9.7%
Graduate or Professional Degree	5.4%

Spending Potential Index	
<b>Apparel and Services</b>	30
<b>Computers and Accessories</b>	41
<b>Education</b>	40
<b>Entertainment / Recreation</b>	43
<b>Food at Home</b>	45
<b>Food Away from Home</b>	42
<b>Health Care</b>	44
<b>Household Furnishing and Equipment</b>	38
<b>Investment</b>	22
<b>Retail Goods</b>	41
<b>Shelter</b>	44
<b>TV/Video/Audio</b>	48
<b>Travel</b>	37
<b>Vehicle Maintenance &amp; Repair</b>	43
<b>Total Expenditures</b>	40

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\*

- 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 (75.0%)

Families in this urban segment may be nontraditional; however, their religious faith and family values guide their modest lifestyles. Many residents are primary caregivers to their elderly family members. Jobs are not always easy to come by, but wages and salary income are still the main sources of income for most households. Reliance on Social Security and public assistance income is necessary to support single-parent and multigenerational families. High poverty rates in this market make it difficult to make ends meet. Nonetheless, rents are relatively low (Index 73), public transportation is available, and Medicaid can assist families in need.

#### Social Security Set (20.6%)

Social Security Set is an older market located in metropolitan cities across the country. Over one-third of householders here are aged 65 or older and dependent on low, fixed incomes, primarily Social Security. In the aftermath of the Great Recession, early retirement is now a dream for many approaching the retirement age; wages and salary income in this market are still earned. Residents live alone in low-rent, high-rise buildings, located in or close to business districts that attract heavy daytime traffic. But they enjoy the hustle and bustle of life in the heart of the city, with the added benefit of access to hospitals, community centers, and public transportation.

#### Set to Impress (3.1%)

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

#### City Commons (1.3%)

This segment is one of Tapestry's youngest and largest markets, primarily comprised of single-parent and single-person households living within large, metro cities. While more than a third have a college degree or spent some time in college, nearly a third have not finished high school, which has a profound effect on their economic circumstance. However, that has not dampened their aspiration to strive for the best for themselves and their children.

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)

### 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)



*The Afro-American Music Institute in Homewood*

## Featured Business: Wheel Mill



**Type of Business:** Bike Park

**URA Program Utilized:** Pittsburgh Business Growth Fund

**URA Investment:** \$150,000

**Private Investment:** \$270,700

**Total Project Investment:** \$420,700

## Contacts

Rosedale Block Cluster:  
[www.rosedaleblock.org/](http://www.rosedaleblock.org/)

The Homewood Community Garden:  
[www.homewoodgarden.net/](http://www.homewoodgarden.net/)

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)