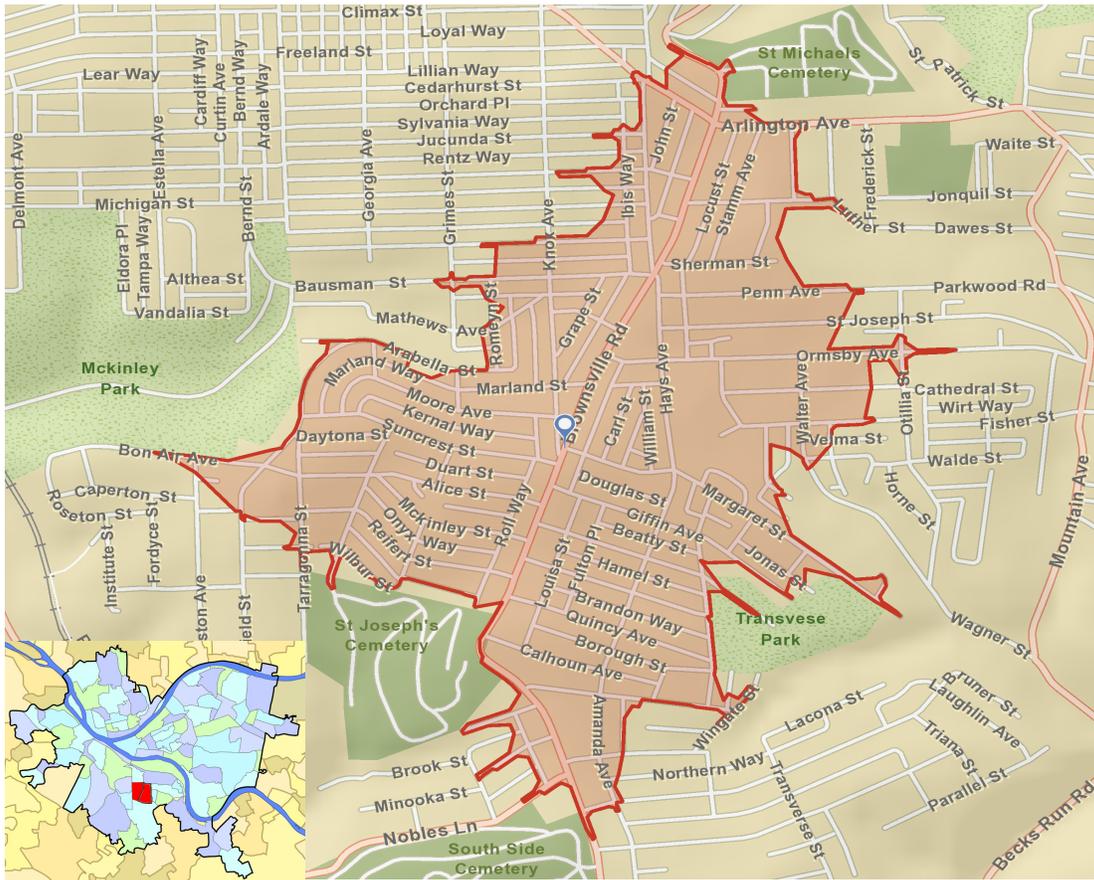


# Brownsville Road Commercial District Knoxville / Mount Oliver



## 2013 Business Summary

Number of Businesses:  
198

Number of Employees:  
974

Employees/Residential  
Population Ratio\*:  
0.20

Major Industries:  
Food Services & Drinking Places, Food  
& Beverage Stores, Other Services,  
Construction

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	\$6,235,508	\$6,658,435	-\$422,927	-3.3	3
Furniture & Home Furnishing Stores	\$687,941	\$66,785	\$621,156	82.3	1
Electronics and Appliance Stores	\$901,685	\$0	\$901,685	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$950,835	\$761,119	\$189,717	11.1	3
Food and Beverage Stores	\$6,363,309	\$10,077,861	-\$3,714,552	-22.6	7
Health and Personal Care Stores	\$2,158,266	\$6,182,526	-\$4,024,261	-48.2	1
Gasoline Stations	\$3,793,263	\$1,089,852	\$2,703,411	55.4	1
Clothing & Clothing Accessories Stores	\$2,006,033	\$543,466	\$1,462,567	57.4	4
Sporting Goods / Hobby / Music / Book Stores	\$982,544	\$85,075	\$897,469	84.1	1
General Merchandise Stores	\$5,069,940	\$804,826	\$4,265,114	72.6	1
Nonstore Retailers	\$3,215,258	\$146,544	\$3,068,714	91.3	3
Food Services & Drinking Places	\$3,389,829	\$2,122,860	\$1,266,969	23.0	9

\*\*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.

# Knoxville/Mt. Oliver Brownsville Road Commercial District

Demographic Data	2010	2013	2017 (Projected)	Annual Rate of Change (2013-2017)
<b>Population</b>	5,016	4,978	4,977	0.00%
<b>Households</b>	34.9	35.2	35.9	0.40%
<b>Median Age</b>	2,122	2,099	21,15	0.15%
% 0-9	14.1	13.8	13.8	0.00%
% 10-14	7.5	7.3	7.4	0.27%
% 15-24	15.5	15.2	14.1	-1.45%
% 25-34	13.2	13.5	13.7	0.30%
% 35-44	11.8	11.5	11.2	-0.52%
% 45-54	15.5	15.1	14.0	-1.46%
% 55-64	11.8	12.4	13.1	1.13%
% 65+	10.7	11.2	12.7	2.68%
<b>Median Household Income</b>	\$36,403	\$29,676	\$33,772	2.76%
<b>Average Household Income</b>	\$46,758	\$41,038	\$47,152	2.98%
<b>Per Capita Income</b>	\$19,580	\$16,956	\$19,619	3.14%
<b>Total Housing Units</b>	2,654	2,623	2,597	-0.20%
% Owner Occupied Units	40.4%	38.0%	39.6%	0.84%
% Renter Occupied Units	39.6%	42.0%	41.8%	-0.10%
% Vacant Housing Units	20.0%	20.0%	18.6%	-1.40%
<b>Median Home Value</b>	\$64,576	\$73,660	\$78,158	1.22%

Traffic Count Profile	Closest Cross-Street	Count
Brownsville Rd	Ormsby St	19,035
Bausman St	Mathews Ave	6,828
Bausman St	Berns St	3,179
Arlington Ave	Stamm Ave	4,811
Arlington Ave	Julia St	6,731
Mountain Ave	St Joseph St	3,909
Wagner St	Proctor Way	8,564
Arlington Ave	Mountain Ave	17,114
S 18th St	Emerald St	13,268
Nobles Ln	Crosman St	19,035

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	26.0%
\$15,000—\$24,999	20.6%
\$25,000—\$34,999	18.7%
\$35,000—\$49,999	14.6%
\$50,000—\$74,999	13.4%
\$75,000—\$99,999	3.7%
\$100,000—\$149,999	2.8%
\$150,000+	0.1%
<b>Median Disposable Income</b>	\$26,328

Note: Disposable income is after-tax household income.

2013 Educational Attainment (Ages 25+)	
No High School Diploma	19%
High School Diploma or Some College	62%
Associates Degree	5.4%
Bachelor's Degree	7.9%
Graduate or Professional Degree	5.7%

Spending Potential Index	
<b>Apparel and Services</b>	42
<b>Computers and Accessories</b>	59
<b>Education</b>	59
<b>Entertainment / Recreation</b>	63
<b>Food at Home</b>	65
<b>Food away from Home</b>	62
<b>Health Care</b>	63
<b>Household Furnishing and Equipment</b>	54
<b>Investment</b>	26
<b>Miscellaneous</b>	61
<b>Shelter</b>	59
<b>Transportation</b>	64
<b>Travel</b>	56
<b>Total Expenditures</b>	61

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)

### 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)



*Housing in Knoxville  
Photo Credit: John Altdorfer*

## Contacts

Hilltop Economic Development Corporation: <http://www.hilltopedc.org/>

Pittsburgh Hilltop Alliance: <http://www.pghilltopalliance.com/>

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)