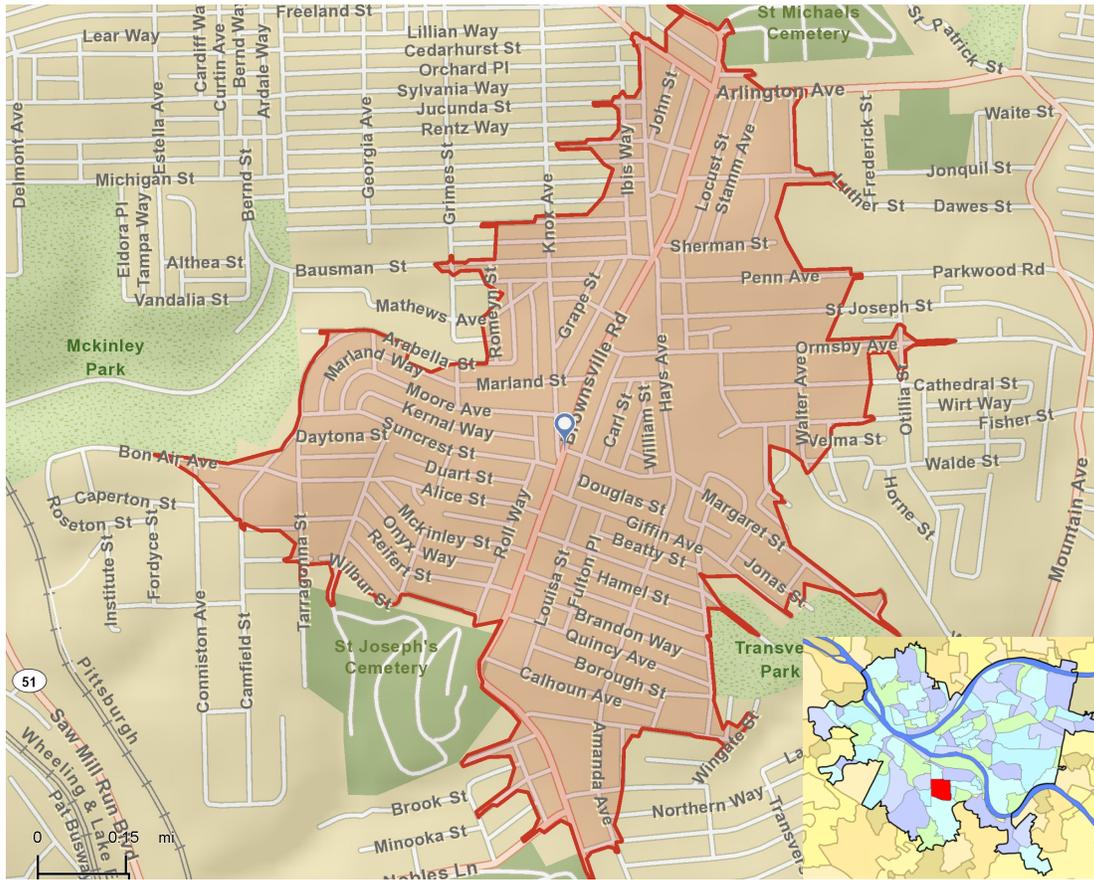


Brownsville Road Commercial District

Knoxville / Mount Oliver



2015 Business Summary (2 Minute Drive Time)

Number of Businesses:
284

Number of Employees:
1,127

Employees/Residential
Population Ratio*:
0.19:1

Major Industries:
Motor Vehicles & Parts Dealers, Food &
Beverage Stores, Health & Personal
Care 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	\$7,821,415	\$11,646,375	-\$3,824,960	-19.6	6
Furniture & Home Furnishing Stores	\$812,730	\$0	\$812,730	100.0	0
Electronics and Appliance Stores	\$986,668	\$0	\$986,668	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$1,131,222	\$1,497,139	-\$365,917	-13.9	5
Food and Beverage Stores	\$7,200,682	\$9,014,597	-\$1,813,915	-11.2	10
Health and Personal Care Stores	\$2,226,009	\$3,909,891	-\$1,683,882	-27.4	2
Gasoline Stations	\$3,932,672	\$2,136,791	\$1,795,881	29.6	2
Clothing & Clothing Accessories Stores	\$2,321,565	1,043,782	\$1,277,783	38.0	8
Sporting Goods / Hobby / Music / Book Stores	\$1,080,259	\$82,658	\$997,601	85.8	1
General Merchandise Stores	\$5,635,665	\$858,530	\$4,777,135	73.6	1
Nonstore Retailers	\$4,646,448	\$144,768	\$4,501,680	94.0	2
Food Services & Drinking Places	\$4,082,548	\$2,179,798	\$1,902,750	30.4	12

**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.

Brownsville Road Commercial District—Knoxville/Mt. Oliver *

Demographic Data	2010	2014	2019 (Projected)	Annual Rate of Change (2014-2019)
Population	6,190	5,998	5,895	-0.34%
Households	2,605	2,551	2,519	-0.25%
Median Age	34.7	34.8	35.7	0.52%
% 0-9	14.1%	13.2%	13.2%	0.00%
% 10-14	7.5%	7.0%	6.5%	-1.43%
% 15-24	15.6%	15.3%	13.8%	-1.96%
% 25-34	13.3%	14.8%	15.5%	0.95%
% 35-44	11.8%	11.1%	11.9%	1.44%
% 45-54	15.5%	13.6%	11.7%	-2.79%
% 55-64	11.8%	13.5%	13.3%	-0.30%
% 65+	10.6%	11.6%	14.1%	4.31%
Median Household Income	***	\$30,939	\$35,655	3.05%
Average Household Income	***	\$39,425	\$45,681	3.17%
Per Capita Income	***	\$16,599	\$19,276	3.23%
Total Housing Units	3,241	3,290	3,314	0.15%
% Owner Occupied Units	40.4%	36.9%	36.2%	-0.38%
% Renter Occupied Units	40.0%	40.7%	39.8%	-0.44%
% Vacant Housing Units	19.6%	22.4%	24.0%	1.43%
Median Home Value	***	\$79,044	\$88,354	2.36%

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 2012 unless otherwise noted.

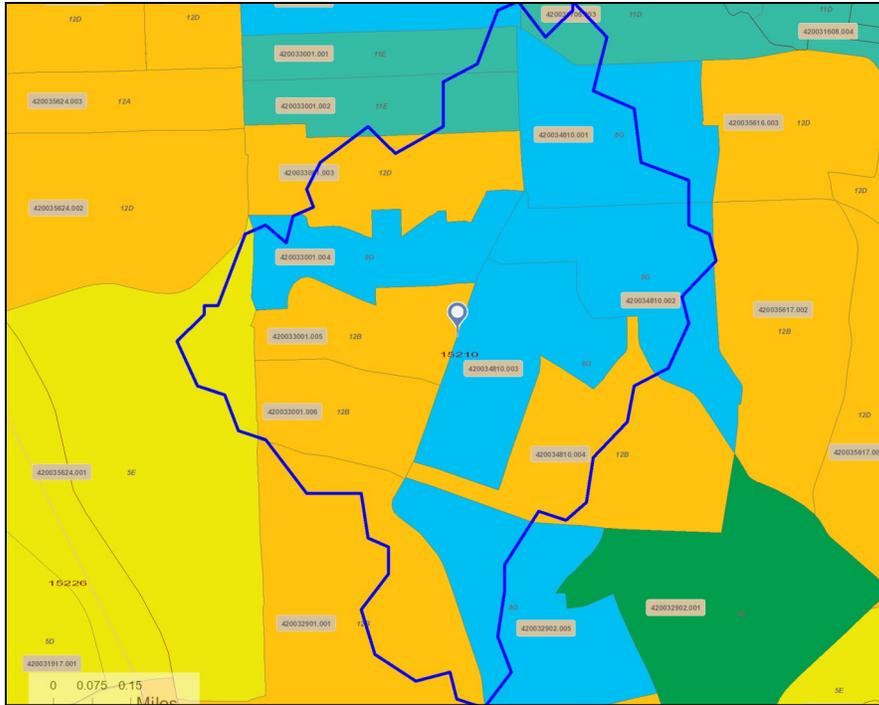
2014 Households by Disposable Income	
<\$15,000	26.9
\$15,000—\$24,999	19.5%
\$25,000—\$34,999	17.5%
\$35,000—\$49,999	16.7%
\$50,000—\$74,999	12.5%
\$75,000—\$99,999	3.9%
\$100,000—\$149,999	2.8%
\$150,000+	0.3%
Median Disposable Income	\$26,529

Note: Disposable income is after-tax household income.

2014 Educational Attainment (Ages 25+)	
No High School Diploma	18.2%
High School Diploma or Some College	60.7%
Associates Degree	8.6%
Bachelor's Degree	6.5%
Graduate or Professional Degree	6.0%

Spending Potential Index	
Apparel and Services	37
Computers and Accessories	54
Education	54
Entertainment / Recreation	56
Food at Home	58
Food Away from Home	54
Health Care	56
Household Furnishing and Equipment	49
Investment	27
Retail Goods	54
Shelter	55
TV/Video/Audio	59
Travel	49
Vehicle Maintenance & Repair	55
Total Expenditures	51

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

Hardscrabble Road (54.9%)

Hardscrabble Road neighborhoods are in urbanized areas within central cities, with older housing, located chiefly in the Midwest and South. This slightly smaller market is primarily a family market, married couples (with and without children) and single parents. Younger, highly diverse (with higher proportions of black, multiracial, and Hispanic populations), and less educated, they work mainly in service, manufacturing, and retail trade industries. Unemployment is high (almost twice the US rate), and median household income is half the US median. Almost 1 in 3 households have income below the poverty level. Approximately 60% of householders are renters, living primarily in single-family homes, with a higher proportion of dwellings in 2–4 unit buildings. This market is struggling to get by.

Traditional Living (30.5%)

Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

Modest Income Homes (9.9%)

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.

City Commons (2.7%)

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.

City Commons (2.7%)

Midlife Constants residents are seniors, at or approaching retirement, with below average labor force participation and above average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous, but not spendthrifts.

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 [Josette Fitzgibbons](mailto:Josette.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



*Housing in Knoxville
Photo Credit: John Altdorfer*

Contacts

Economic Development South:
www.economicdevelopmentsouth.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 [Josette Fitzgibbons](mailto:Josette.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