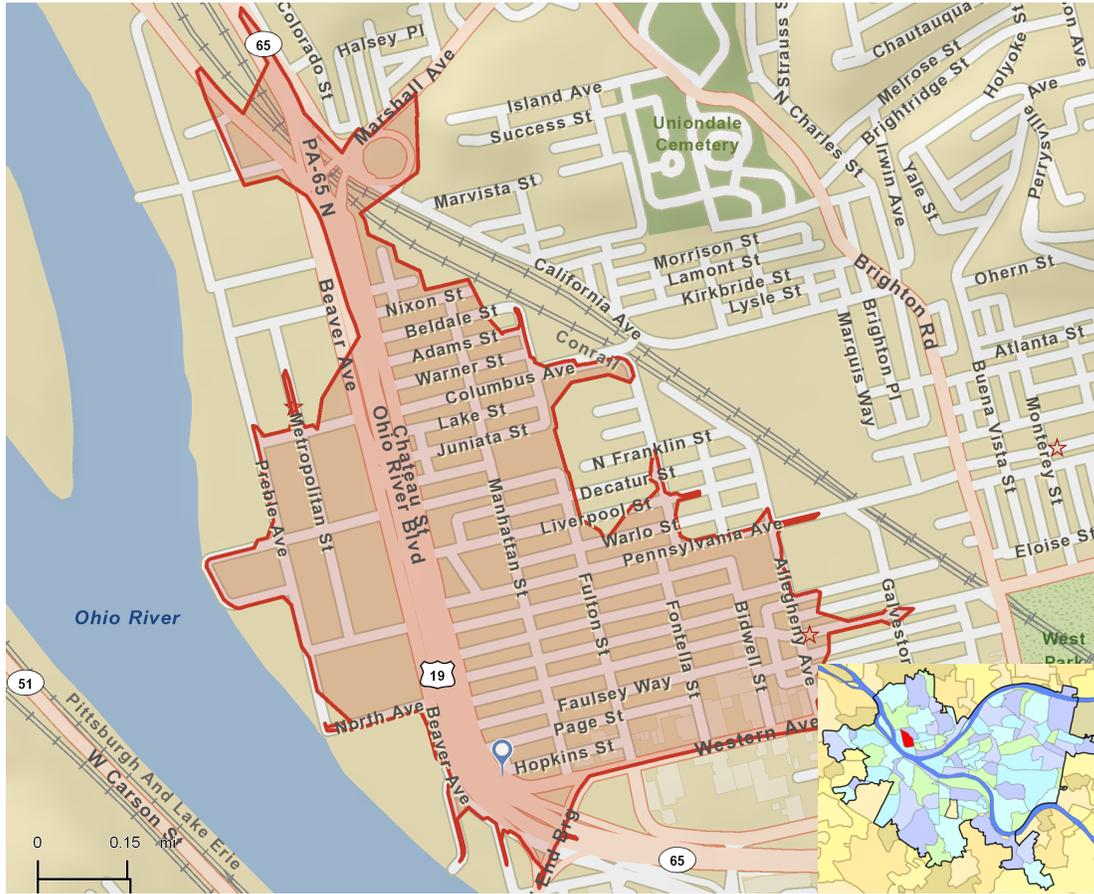


Chateau and Western Avenue Commercial Area Manchester



2015 Business Summary (2 Minute Drive Time)

Number of Businesses:
120

Number of Employees:
2,996

Employees/Residential
Population Ratio*:
1.62:1

Major Industries:
Food & Beverage Stores, Food Services
& Drinking Places, Building Materials,
Garden Supplies and Supply 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	\$2,974,449	\$0	\$2,974,449	100.0	0
Furniture & Home Furnishing Stores	\$315,007	\$296,977	\$18,030	2.9	2
Electronics and Appliance Stores	\$385,668	\$655,243	-\$269,575	-25.9	1
Building Materials, Garden Equip. & Supply Stores	\$460,504	\$1,214,839	-\$754,335	-45.0	1
Food and Beverage Stores	\$2,778,008	\$3,481,204	-\$703,196	-11.2	3
Health and Personal Care Stores	\$869,903	\$0	\$869,903	100.0	0
Gasoline Stations	\$1,479,278	\$0	\$1,479,278	100.0	0
Clothing & Clothing Accessories Stores	\$895,643	\$145,619	\$750,024	72.0	1
Sporting Goods / Hobby / Music / Book Stores	\$411,104	\$129,543	\$281,561	52.1	1
General Merchandise Stores	\$2,165,894	\$0	\$2,165,894	100.0	0
Nonstore Retailers	\$1,803,949	\$801,461	\$1,002,488	38.5	1
Food Services & Drinking Places	\$1,616,914	\$1,291,653	\$325,261	11.2	6

**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.

Chateau and Western Avenue Commercial Area



Demographic Data	2010	2015	2020 (Projected)	Annual Rate of Change (2015-2020)
Population	1,865	1,855	1,860	0.05%
Households	925	937	946	0.19%
Median Age	40.5	42.3	43.6	0.61%
% 0-9	9.8%	8.7%	8.6%	-0.23%
% 10-14	6.7%	5.2%	4.2%	-3.85%
% 15-24	13.3%	14.7%	12.8%	-2.59%
% 25-34	13.5%	13.2%	14.1%	1.36%
% 35-44	12.2%	11.4%	11.7%	0.53%
% 45-54	15.7%	13.5%	11.8%	-2.52%
% 55-64	15.2%	16.2%	15.1%	-1.36%
% 65+	13.6%	17.0%	21.6%	5.41%
Median Household Income	***	\$29,318	\$33,228	2.67%
Average Household Income	***	\$44,858	\$51,685	3.04%
Per Capita Income	***	\$22,429	\$26,020	3.20%
Total Housing Units	1,193	1,193	1,193	0.00%
% Owner Occupied Units	33.5%	31.2%	32.7%	0.96%
% Renter Occupied Units	44.0%	47.4%	46.6%	-0.34%
% Vacant Housing Units	22.5%	21.5%	20.7%	-0.74%
Median Home Value	***	\$140,000	\$183,333	6.19%

Traffic Count Profile	Closest Cross-Street	Count
Western Ave	Belmont St	300
Reedsdale St	N Point Dr	5,372
Reedsdale St	W End Brdg Ramp	3,364
Beaver Ave	Pennsylvania Ave	6,337
Chateau St	Pennsylvania Ave	9,039
Western Ave	Bidwell St	8,184
Pennsylvania Ave	Fontella St	1,357
W North Ave	Riggo Way	4,060
Beaver Ave	N Franklin St	8,281
Ohio River Blvd Ramp	Beaver Ave Ramp	3,357

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.

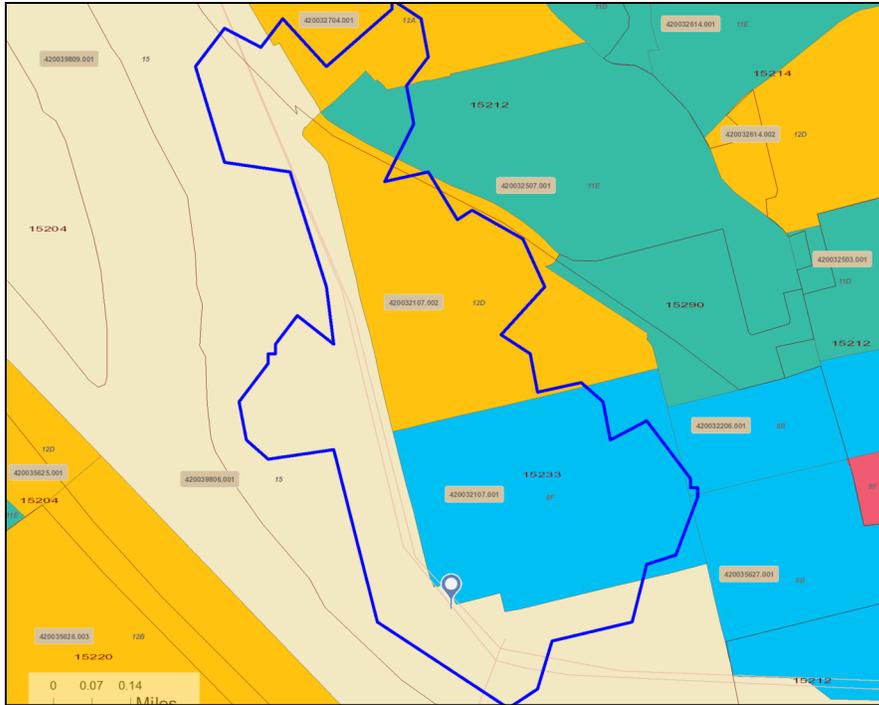
2015 Households by Disposable Income	
<\$15,000	32.9%
\$15,000—\$24,999	15.8%
\$25,000—\$34,999	12.7%
\$35,000—\$49,999	12.0%
\$50,000—\$74,999	12.9%
\$75,000—\$99,999	7.4%
\$100,000—\$149,999	6.1%
\$150,000+	0.4%
Median Disposable Income	\$25,824

Note: Disposable income is after-tax household income.

2015 Educational Attainment (Ages 25+)	
No High School Diploma	6.7%
High School Diploma or Some College	52.2%
Associates Degree	15.5%
Bachelor's Degree	14.2%
Graduate or Professional Degree	11.5%

Spending Potential Index	
Apparel and Services	61
Computers and Accessories	62
Education	58
Entertainment / Recreation	59
Food at Home	62
Food Away from Home	60
Health Care	61
Household Furnishing and Equipment	60
Investment	47
Retail Goods	60
Shelter	61
TV/Video/Audio	64
Travel	56
Vehicle Maintenance & Repair	61
Total Expenditures	59

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: 3
- Walk Score: 63

* 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

Old and Newcomers (71.4%)

This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support environmental causes and Starbucks. Age is not always obvious from their choices.

Modest Income Homes (24.3%)

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.

Family Foundations (4.2%)

Family and faith are the cornerstones of life in these communities. Older children, still living at home, working toward financial independence, are common within these households. Neighborhoods are stable: little household growth has occurred for more than a decade. Many residents work in the health care industry or public administration across all levels of government. Style is important to these consumers, who spend on clothing for themselves and their children, as well as on smartphones.

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.

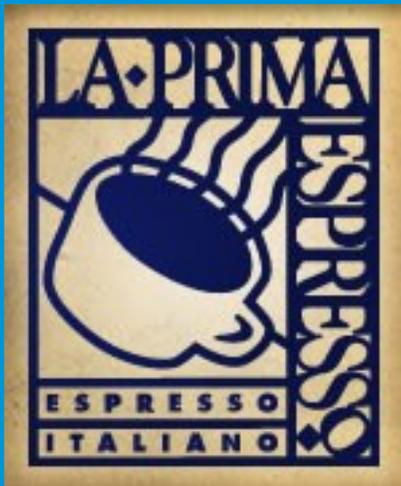
To learn more about this program, contact [Josette Fitzgibbons](mailto:Josette.Fitzgibbons@ura.org) at (412) 255-6686 or visit:
http://www.ura.org/business_owners/mainstreets.php

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

Featured Business: La Prima Espresso



Type of Business: Coffee Manufacturing and Retail

URA Program Utilized: Urban Development Fund

URA Investment: \$85,000

Private Investment: \$205,000

Total Project Investment: \$290,000

Contacts

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