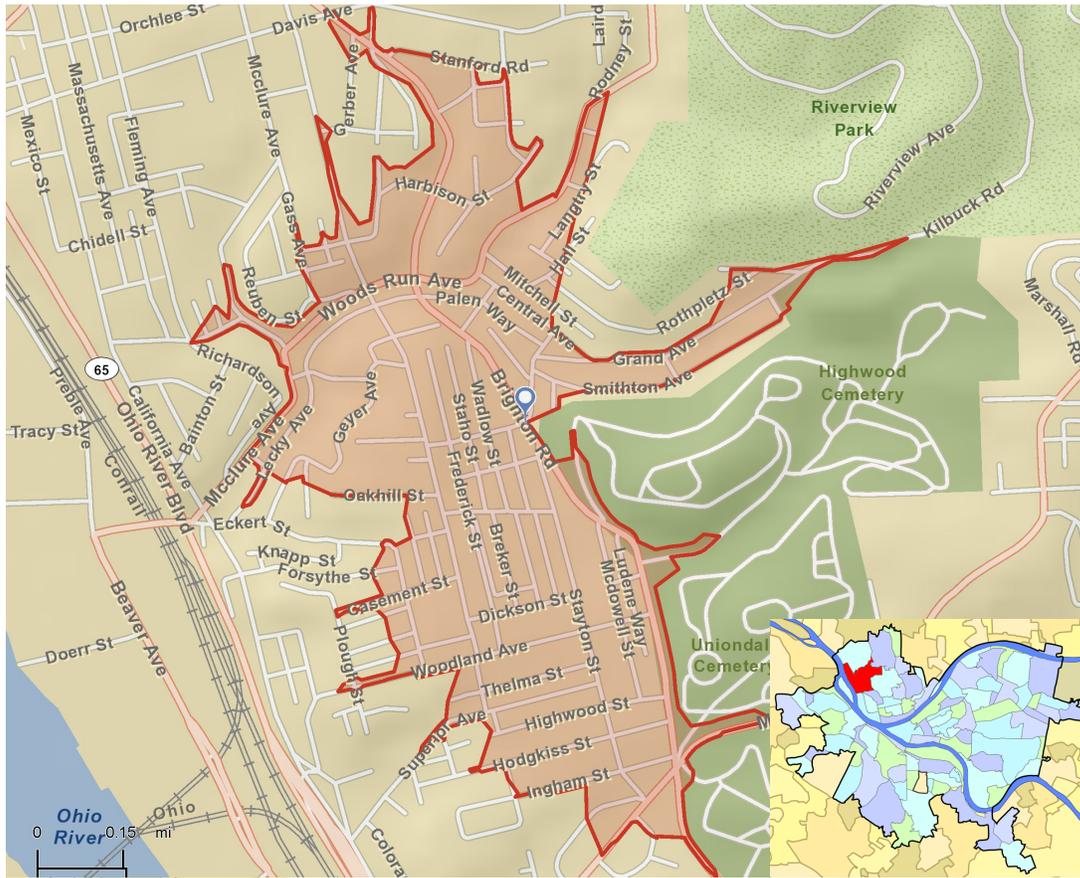


Brighton Road Commercial District

Marshall-Shadeland/Brightwood



2015 Business Summary (2 Minute Drive Time)

Number of Businesses:
224

Number of Employees:
768

Employees/Residential
Population Ratio*:
0.16:1

Major Industries:
Food & Beverage Stores, Motor
Vehicle & Parts Dealers, Food
Services & Drinking Places

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	\$6,661,432	\$783,812	\$5,877,620	78.9	2
Furniture & Home Furnishing Stores	\$682,671	\$0	\$682,671	100.0	0
Electronics and Appliance Stores	\$826,970	\$103,202	\$723,768	77.8	1
Building Materials, Garden Equip. & Supply Stores	\$997,860	\$0	\$997,860	100.0	0
Food and Beverage Stores	\$6,047,135	\$21,741,748	-\$15,694,613	-56.5	8
Health and Personal Care Stores	\$1,923,046	\$0	\$1,923,046	100.0	0
Gasoline Stations	\$3,324,848	\$0	\$3,324,848	100.0	0
Clothing & Clothing Accessories Stores	\$1,915,342	\$237,930	\$1,677,412	77.9	2
Sporting Goods / Hobby / Music / Book Stores	\$893,209	\$170,495	\$722,714	67.9	2
General Merchandise Stores	\$4,734,003	\$105,429	\$4,628,574	95.6	1
Nonstore Retailers	\$1,036,901	\$448,275	\$588,626	39.6	4
Food Services & Drinking Places	\$3,412,917	\$587,362	\$2,825,555	70.6	8

**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.

Brighton Road Commercial District



Demographic Data	2010	2014	2019 (Projected)	Annual Rate of Change (2014-2019)
Population	4,796	4,791	4,810	0.08%
Households	2,022	2,051	2,076	0.24%
Median Age	39.8	40.6	41.4	0.39%
% 0-9	11.4%	11.3%	11.3%	0.00%
% 10-14	7.0%	6.0%	5.8%	-0.67%
% 15-24	13.0%	13.1%	12.0%	-1.68%
% 25-34	12.8%	13.2%	12.9%	-0.45%
% 35-44	12.4%	11.9%	12.0%	0.17%
% 45-54	15.8%	14.0%	12.9%	-1.57%
% 55-64	14.1%	15.5%	15.2%	-0.39%
% 65+	13.6%	15.1%	18.0%	3.84%
Median Household Income	***	\$34,739	\$38,849	2.37%
Average Household Income	***	\$41,431	\$48,006	3.17%
Per Capita Income	***	\$18,552	\$21,682	3.37%
Total Housing Units	2,433	2,453	2,460	0.06%
% Owner Occupied Units	49.4%	47.1%	46.7%	-0.17%
% Renter Occupied Units	33.7%	36.5%	37.7%	0.66%
% Vacant Housing Units	16.9%	16.4%	15.6%	-0.98%
Median Home Value	***	\$86,883	\$103,651	3.86%

Traffic Count Profile	Closest Cross-Street	Count
Brighton Rd	McDowell St	6,961
Shadeland Ave	Courtright St	1,788
McClure Ave	Malden St	2,617
Casement St	Hartman St	808
Richardson Ave	Bainton St	442
Termon Ave	Brighton Rd	1,162

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.

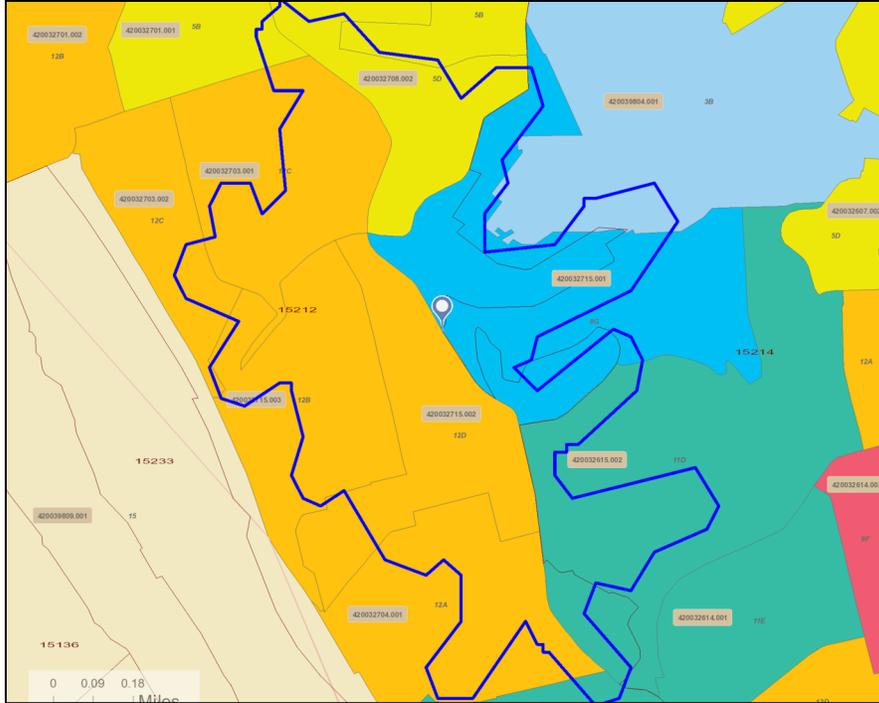
2014 Households by Disposable Income	
<\$15,000	27.0%
\$15,000—\$24,999	16.8%
\$25,000—\$34,999	15.3%
\$35,000—\$49,999	18.5%
\$50,000—\$74,999	15.5%
\$75,000—\$99,999	4.0%
\$100,000—\$149,999	2.9%
\$150,000+	0.2%
Median Disposable Income	\$28,329

Note: Disposable income is after-tax household income.

2014 Educational Attainment (Ages 25+)	
No High School Diploma	17.2%
High School Diploma or Some College	60.9%
Associates Degree	8.4%
Bachelor's Degree	10.1%
Graduate or Professional Degree	3.3%

Spending Potential Index	
Apparel and Services	38
Computers and Accessories	55
Education	53
Entertainment / Recreation	59
Food at Home	60
Food Away from Home	57
Health Care	61
Household Furnishing and Equipment	51
Investment	34
Retail Goods	57
Shelter	56
TV/Video/Audio	62
Travel	52
Vehicle Maintenance & Repair	58
Total Expenditures	54

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*

- 8th largest neighborhood in Pittsburgh by area
- Number of bus lines in neighborhood: 4
- Persons per sq. mile: 6,629 (City average: 5,646)
- Walk Score: 47

* 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 (25.6%)

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.

Small Town Simplicity (19.0%)

Small Town Simplicity includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semirural, with television for entertainment and news, and emphasis on convenience for both young parents and senior citizens. Residents embark on pursuits including online computer games, scrapbooking, and rural activities like hunting and fishing. Since almost 1 in 4 households is below poverty level, residents also keep their finances simple—paying bills in person and avoiding debt.

Traditional Living (17.9%)

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.

Hardscrabble Road (13.5%)

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.

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

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.

To learn more about this program, contact [Joseette Fitzgibbons](mailto:Joseette.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: Moriarty Consultants



Type of Business: Home health services

URA Program Utilized: Pittsburgh Business Growth Fund (PBGF)

URA Investment: \$30,000

Private Investment: \$70,000

Total Project Investment: \$100,000

Business in Marshall-Shadeland

Contacts

Northside Leadership Conference:
www.pittsburghnorthside.com/

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 [Joseette Fitzgibbons](mailto:Joseette.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