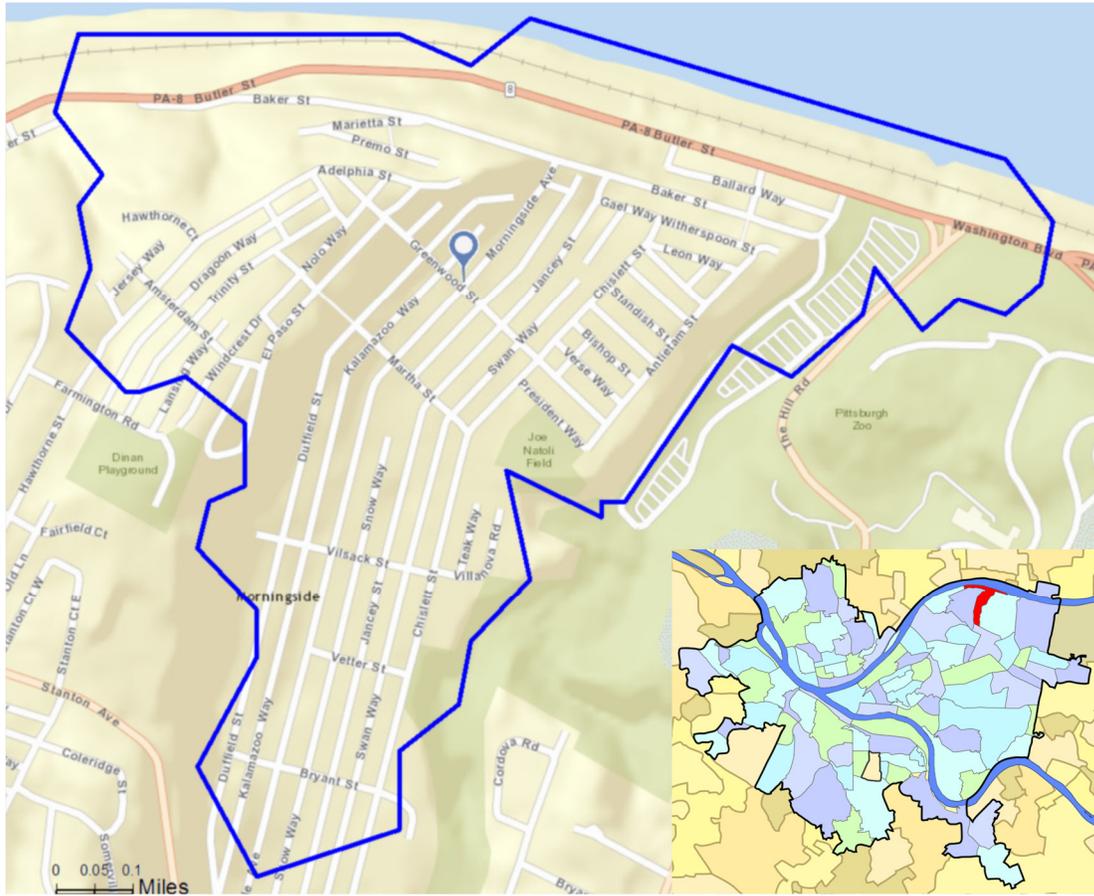


MARKET PROFILE

**Greenwood St/ Morningside Ave Commercial District
Morningside**



**2016 Business Summary
(2 Minute Drive Time)**

Number of Businesses:
38

Number of Employees:
208

Employees/Residential
Population Ratio*:
0.07:1

Major Industries:
Health & Personal Care Stores, Food &
Beverage Stores, Motor Vehicle & 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	\$9,044,973	\$848,420	\$8,196,553	82.8	1
Furniture & Home Furnishing Stores	\$1,184,187	\$0	\$1,184,187	100.0	0
Electronics and Appliance Stores	\$2,109,466	\$0	\$2,109,466	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$1,827,821	\$784,943	\$1,042,878	39.9	1
Food and Beverage Stores	\$8,084,398	\$282,367	\$7,802,031	93.3	1
Health and Personal Care Stores	\$1,855,470	\$783,330	\$1,072,140	40.6	1
Gasoline Stations	\$2,758,879	\$0	\$2,758,879	100.0	0
Clothing & Clothing Accessories Stores	\$1,985,827	\$0	\$1,985,827	100.0	0
Sporting Goods / Hobby / Music / Book Stores	\$1,234,842	\$0	\$1,234,842	100.0	0
General Merchandise Stores	\$6,657,595	\$0	\$6,657,595	100.0	0
Nonstore Retailers	\$1,354,456	\$0	\$1,354,456	100.0	0
Food Services & Drinking Places	\$4,133,050	\$44,354	\$4,088,696	97.9	1

**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.

Greenwood St/ Morningside Ave Commercial District



Demographic Data	2010	2015	2020 (Projected)	Annual Rate of Change (2015-2020)
Population	2,907	2,902	2,918	0.11%
Households	1,327	1,347	1,363	0.23%
Median Age	41.4	42.0	42.9	0.43%
% 0-9	10.2%	10.8%	10.5%	-0.56%
% 10-14	4.0%	4.3%	5.2%	4.19%
% 15-24	11.3%	10.2%	10.0%	-0.39%
% 25-34	16.9%	14.3%	13.5%	-1.15%
% 35-44	12.5%	13.9%	15.0%	1.58%
% 45-54	14.4%	12.7%	11.9%	-1.26%
% 55-64	13.9%	14.6%	13.6%	-1.37%
% 65+	17.0%	19.1%	21.1%	2.09%
Median Household Income	***	\$51,757	\$60,065	3.21%
Average Household Income	***	\$59,921	\$67,402	2.50%
Per Capita Income	***	\$27,908	\$31,592	2.64%
Total Housing Units	1,401	1,413	1,426	0.18%
% Owner Occupied Units	70.9%	68.8%	68.7%	-0.03%
% Renter Occupied Units	23.8%	26.5%	26.9%	0.30%
% Vacant Housing Units	5.3%	5.7%	4.4%	-4.56%
Median Home Value	***	\$149,394	\$166,018	2.23%

Traffic Count Profile	Closest Cross-Street	Count
Baker St	Morningside Ave	2,947
Butler St	Jancey St	13,106
Baker St	Butler St	5,224
Morningside Ave	Vetter St	7,976
Baker St	Ballard Way	4,727
Hill St	Serpentine St	6,465
Stanton Ave	Oranmore St	6,249
Main St	16th St	11,498
N Canal St	12th St	1,684
9th St	Main St	11,271

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.

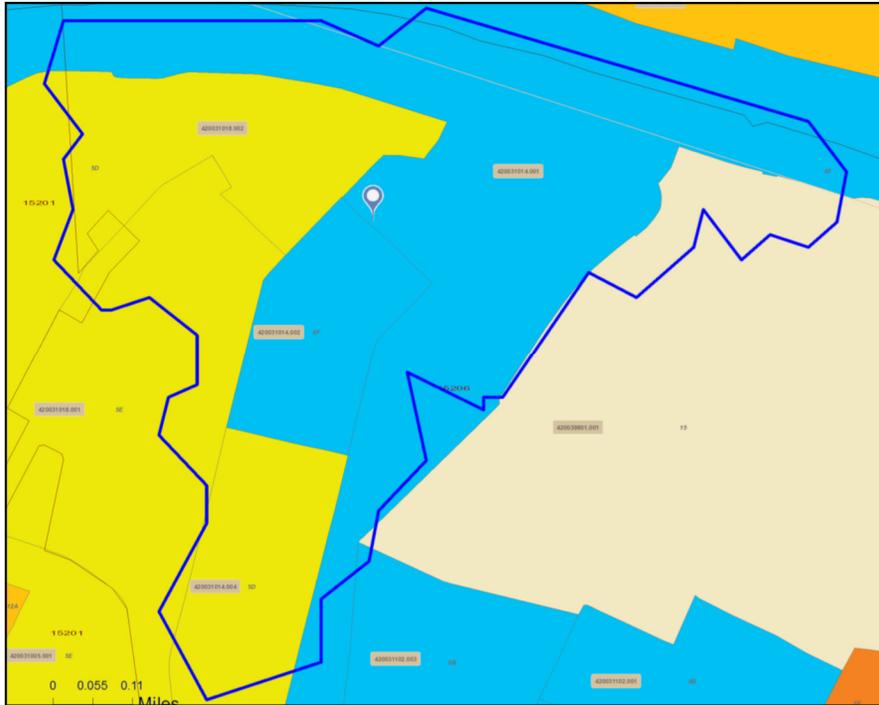
2015 Households by Disposable Income	
<\$15,000	13.1%
\$15,000—\$24,999	16.4%
\$25,000—\$34,999	13.5%
\$35,000—\$49,999	14.3%
\$50,000—\$74,999	24.1%
\$75,000—\$99,999	11.1%
\$100,000—\$149,999	7.0%
\$150,000+	0.4%
Median Disposable Income	\$41,109

Note: Disposable income is after-tax household income.

2015 Educational Attainment (Ages 25+)	
No High School Diploma	11.9%
High School Diploma or Some College	48.5%
Associates Degree	6.1%
Bachelor's Degree	20.0%
Graduate or Professional Degree	13.5%

Spending Potential Index	
Apparel and Services	80
Computers and Accessories	80
Education	78
Entertainment / Recreation	80
Food at Home	82
Food Away from Home	80
Health Care	83
Household Furnishing and Equipment	80
Investment	67
Retail Goods	81
Shelter	80
TV/Video/Audio	83
Travel	78
Vehicle Maintenance & Repair	81
Total Expenditures	80

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

Old and Newcomers

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.

Rustbelt Traditions

The backbone of older industrial cities in states surrounding the Great Lakes, Rustbelt Traditions residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the work force is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. Rustbelt Traditions represents a large market of stable, hard-working consumers with modest incomes but above average net worth (Index 111). Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.

Midlife Constants

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:Jfitzgibbons@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



Green space and neighborhood pride in Morningside

Featured Business: Bulldog Pub



Type of business: Restaurant

URA Program Utilized: Storefront Renovation Program

URA Investment: \$5,000

Private Investment: \$13,945.00

Total Project Investment: \$18,945

Contacts

Urban Redevelopment
Authority of Pittsburgh:
www.ura.org/

Morningside Area Community
Council:
www.morningside-pa.org/

All data from ESRI Business Analyst 2014 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
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