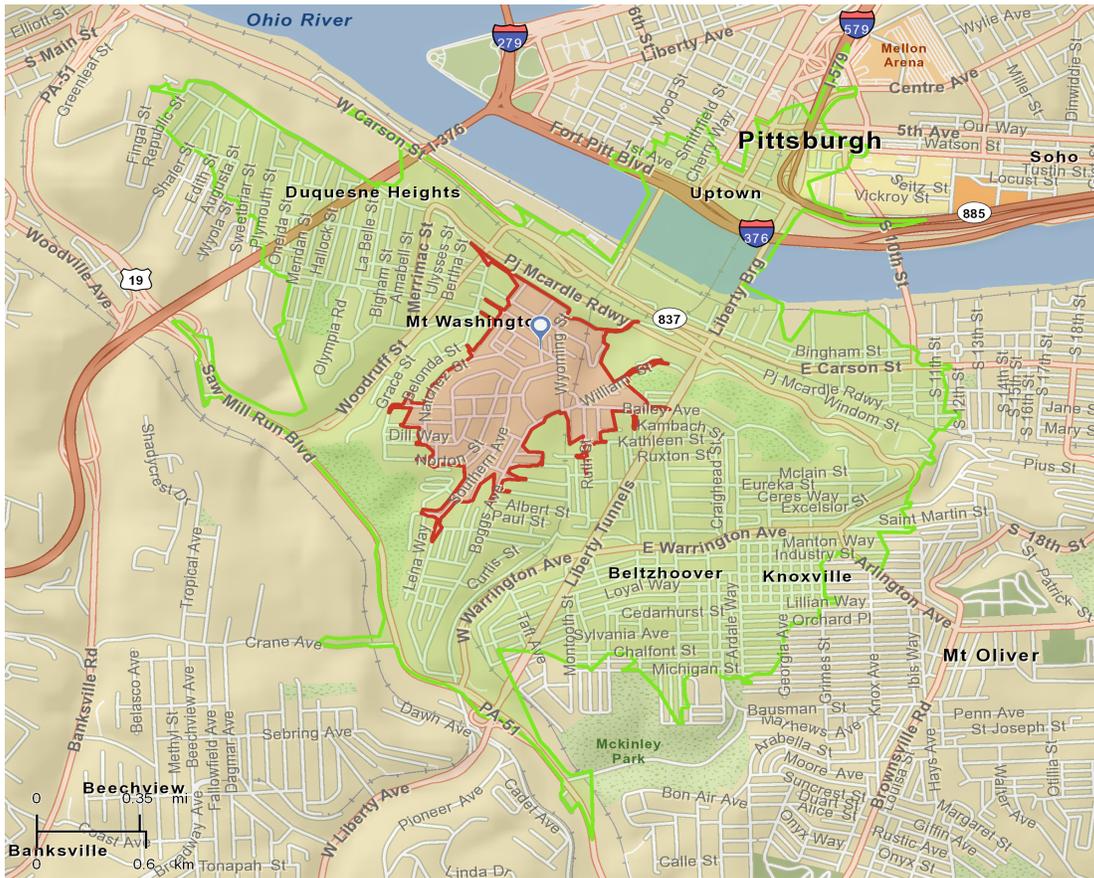


Shiloh Street Commercial District Mount Washington



2013 Business Summary

Number of Businesses:
118

Number of Employees:
330

Employees/Residential
Population Ratio*:
0.17

Major Industries:
Food Services & Drinking Places,
Clothing & Clothing Accessories, Arts,
Entertainment & Recreation

For more information on the
neighborhood, visit:



Spending Potential Index	Trade area	10 min-ute drive
Apparel and Services	56	56
Computers and Accessories	84	83
Education	89	85
Entertainment / Recreation	76	83
Food at Home	78	84
Food away from Home	83	83
Health Care	66	80
Household Furnishing and Equip-ment	68	71
Investment	59	55
Miscellaneous	72	80
Shelter	81	82
Transportation	77	83
Travel	71	76
Total Expenditures	76	81

2013 Households by Disposable Income	Trade Area	10 Minute Drive
<\$15,000	23.0%	20.7%
\$15,000—\$24,999	19.3%	18.3%
\$25,000—\$34,999	16.9%	16.7%
\$35,000—\$49,999	15.1%	15.2%
\$50,000—\$74,999	13.4%	15.8%
\$75,000—\$99,999	5.1%	5.5%
\$100,000—\$149,999	5.0%	5.5%
\$150,000+	2.1%	2.4%
Median Disposable Income	\$28,729	\$30,814

Note: Disposable income is after-tax household income.

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.

*This ratio indicates the number of employ-ees working in the area versus the number of residents. A higher ratio indicates more com-mercial presence.

Shiloh Street Commercial District



Demographic Data: Trade area	2010	2013	2017 (Projected)	Annual Rate of Change (2013-2017)
Population	1,977	1,995	1,989	-0.06%
Households	1,126	1,130	1,135	0.09%
Median Age	32.8	32.9	33.9	0.61%
% 0-9	5.7%	5.6%	5.6%	0.00%
% 10-14	2.6%	2.6%	2.6%	0.00%
% 15-24	20.3%	20.3%	18.5%	-1.77%
% 25-34	24.9%	25.0%	25.2%	0.16%
% 35-44	8.9%	8.6%	8.5%	-0.23%
% 45-54	11.7%	11.3%	10.4%	-1.59%
% 55-64	9.3%	9.6%	10.0%	0.83%
% 65+	16.6%	17.0%	19.2%	2.59%
Median Household Income	**	\$33,453	\$42,085	5.16%
Average Household Income	**	\$51,435	\$63,961	4.87%
Per Capita Income	**	\$28,287	\$35,458	5.07%
Total Housing Units	1,308	1,301	1,284	-0.26%
% Owner Occupied Units	28.4%	26.3%	27.4%	0.84%
% Renter Occupied Units	57.6%	60.6%	61.1%	0.17%
% Vacant Housing Units	13.9%	13.1%	11.6%	-2.29%
Median Home Value	**	\$141,713	\$171,000	4.13%
Demographic Data: 10 Minute Drive Time	2010	2013	2017 (Projected)	Annual Rate of Change (2013-2017)
Population	15,245	15,398	15,503	0.14%
Households	6,810	6,822	6,915	0.27%
Median Age	32.1	32.1	32.9	0.50%
% 0-9	7.6%	7.5%	7.3%	-0.53%
% 10-14	3.8%	3.7%	3.8%	0.54%
% 15-24	23.9%	23.9%	22.6%	-1.09%
% 25-34	18.7%	18.8%	19.0%	0.21%
% 35-44	9.1%	8.8%	8.7%	-0.23%
% 45-54	12.7%	12.2%	11.3%	-1.48%
% 55-64	11.1%	11.5%	12.0%	0.87%
% 65+	13.2%	13.6%	15.1%	2.21%
Median Household Income	**	\$36,290	\$44,154	4.33%
Average Household Income	**	\$54,786	\$65,061	3.75%
Per Capita Income	**	\$26,677	\$31,586	3.68%
Total Housing Units	8106	8,075	8,046	-0.07%
% Owner Occupied Units	40.6	38.3	39.9	0.84%
% Renter Occupied Units	43.4	46.1	46.0	-0.04%
% Vacant Housing Units	16.0	15.5	14.1	-1.81%
Median Home Value	**	\$87,831	\$96,130	1.89%

Traffic Count Profile	Closest Cross-Street	Count
E Sycamore St	W Sycamore St	10,445
Virginia Ave	Maple Ter	10,675
McArdle Roadway	Wabash Tunl	11,232
E Carson St	S 1st St	26,986*
Smithfield St Brg	Smithfield St	12,802
W Carson St	Carson St	11,949
Boggs Ave	Albert St	1,982
Woofruff St	Mann St	11,736
Liberty Brg	MCKean St	64,510
Liberty Tunl	S Busway	45,339

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: 2007



Shiloh Street Commercial District



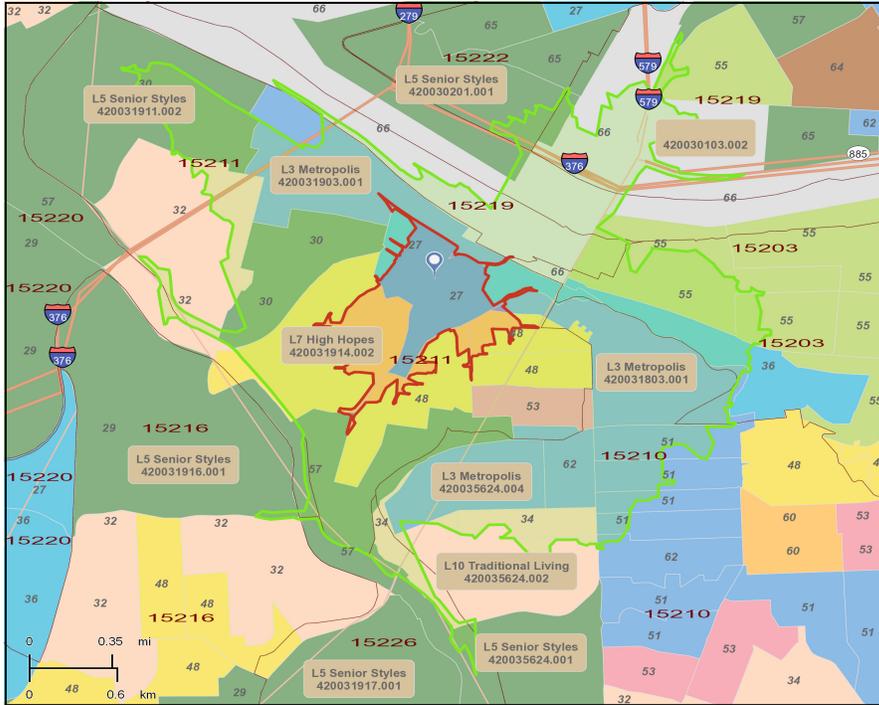
Marketplace Profile** : Trade Area	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$4,087,400	\$95,241	\$3,992,159	95.4	1
Furniture & Home Furnishing Stores	\$475,404	\$0	\$475,404	100.0	0
Electronics and Appliance Stores	\$616,552	\$336,000	\$280,552	29.5	0
Building Materials, Garden Equip. & Supply Stores	\$558,626	\$0	\$558,626	100.0	0
Food and Beverage Stores	\$4,147,905	\$230,440	\$3,917,465	89.5	2
Health and Personal Care Stores	\$1,278,757	\$9,651	\$1,269,105	98.5	0
Gasoline Stations	\$2,359,064	\$4,972,470	-\$2,613,406	-35.6	2
Clothing & Clothing Accessories Stores	\$1,411,358	\$57,503	\$1,353,855	92.2	0
Sporting Goods / Hobby / Music / Book Stores	\$690,246	\$216,691	\$473,555	52.2	2
General Merchandise Stores	\$3,333,514	\$78,374	\$3,255,140	65.4	1
Nonstore Retailers	\$2,040,356	\$222,422	\$1,817,934	80.3	1
Food Services & Drinking Places	\$2,486,820	\$855,606	\$1,631,214	48.8	7

Marketplace Profile** : 10 Min Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$26,253,342	\$13,588,674	\$12,664,668	31.8	6
Furniture & Home Furnishing Stores	\$2,988,369	\$334,674	\$2,653,695	79.9	2
Electronics and Appliance Stores	\$3,880,672	\$2,911,975	\$968,697	14.3	7
Building Materials, Garden Equip. & Supply Stores	\$4,081,589	\$159,711	\$3,921,878	92.5	2
Food and Beverage Stores	\$26,815,126	\$6,767,943	\$20,047,183	59.7	15
Health and Personal Care Stores	\$8,980,319	\$3,186,365	\$5,793,954	47.6	4
Gasoline Stations	\$15,498,596	\$8,344,857	\$7,153,739	30.0	4
Clothing & Clothing Accessories Stores	\$8,671,861	\$1,849,435	\$6,822,426	64.8	9
Sporting Goods / Hobby / Music / Book Stores	\$4,231,027	\$3,796,134	\$434,893	5.4	11
General Merchandise Stores	\$21,392,577	\$1,047,594	\$20,344,983	90.7	3
Nonstore Retailers	\$4,336,036	\$1,103,297	\$3,232,740	59.4	16
Food Services & Drinking Places	\$14,980,637	\$19,076,949	-\$4,096,312	-12.0	40

2013 Educational Attainment (Ages 25+)

No High School Diploma	11.6%
High School Diploma or Some College	49.8%
Associates Degree	6.5%
Bachelor's Degree	23.3%
Graduate or Professional Degree	8.7%

**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.



Trade Area Tapestry Segmentation Area Profile:

Neighborhood Quick Facts*

- High number of cottage industries in area
- Number of bus lines in neighborhood: 15
- Persons per sq. mile: 7,697 City average: 5,646)
- Walk Score: 67

* 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

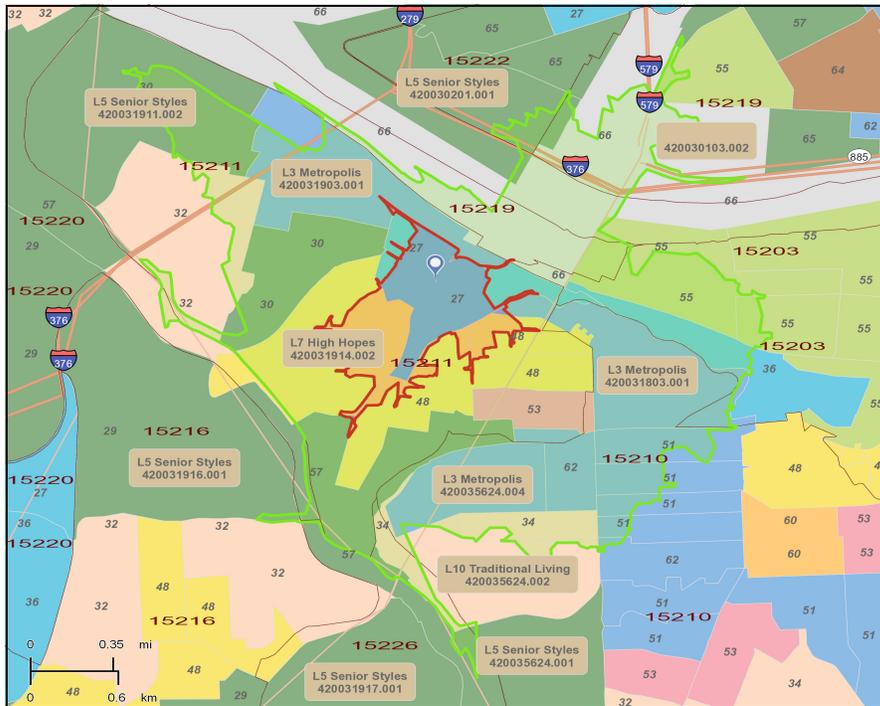
Metro Renters (65.8%)

Because they rent, “home and hearth” products are low priority, although they will buy new furniture from stores such as Crate & Barrel or Pier One Imports. Most of them have renter’s insurance. They buy clothes and other merchandise from traditional stores or online from favorites such as Banana Republic, Gap, Nordstrom, amazon.com, and barnesandnoble.com. They take their clothes to dry cleaners. Active Metro Renters residents work out regularly at clubs, play tennis and volleyball, practice yoga, ski, and jog. They take advantage of their urban milieu; they go dancing, visit museums, attend classical or rock concerts, go to karaoke nights and the movies, and eat out. Painting and drawing are favorite hobbies. Residents enjoy traveling domestically and overseas and drinking domestic and imported beer and wine. They read two or more daily newspapers; history books; and airline, fashion, epicurean, travel, and business/finance magazines. They listen to alternative, jazz, classical music, all-news, and public radio. They seldom watch TV; most households own only one set so they can watch movies and news programs. They rent foreign and classic films on DVD. They go online frequently to look for jobs, make travel arrangements, download music, research real estate, watch videos, and shop. Many buy their PCs online; they prefer laptops, although many also own PDAs. Politically, these neighborhoods are liberal.

Great Expectations (34.2%)

Great Expectations homeowners are not afraid to tackle smaller maintenance and remodeling projects, but they also enjoy a young and active lifestyle. They go out to dinner and to the movies. They do most of their grocery shopping at Wal-Mart Supercenters, Aldi, and Shop ’n Save. They throw Frisbees; play softball and pool; go canoeing; watch horror, science fiction, and drama films on DVD; and listen to country music, classic rock, and sports on the radio. They watch dramas, auto racing, and the evening news on TV. They occasionally eat at Arby’s and Dairy Queen. They shop at major discount and department stores. They rarely travel. Focused on starting their careers, they’re not investing for their retirement years.

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>**



10 Min Drive Time Tapestry Segmentation Area Profile:

Neighborhood Quick Facts*

- 6th most populous neighborhood in Pittsburgh
- 6th highest % increase in home values from 2000-2008
- Scenic views and Duquesne Incline help create a regional destination

* 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 (13.9%)

Residents are big fans of daytime and primetime TV. They go to the movies occasionally and also like to watch movies on TV channels such as the Lifetime Movie Network and The Movie Channel. They also watch football and basketball games on TV. They listen to urban radio. The Internet is the least effective way to reach these folks. To save money, they shop at discount stores, limit their long-distance telephone calls, and restrict nonessential services such as Internet access and fitness center memberships. When they participate in physical activities, they might play basketball. Most drive used domestic sedans.

Great Expectations (27.8%)

Great Expectations homeowners are not afraid to tackle smaller maintenance and remodeling projects, but they also enjoy a young and active lifestyle. They go out to dinner and to the movies. They do most of their grocery shopping at Wal-Mart Supercenters, Aldi, and Shop 'n Save. They throw Frisbees; play softball and pool; go canoeing; watch horror, science fiction, and drama films on DVD; and listen to country music, classic rock, and sports on the radio. They watch dramas, auto racing, and the evening news on TV. They occasionally eat at Arby's and Dairy Queen. They shop at major discount and department stores. They rarely travel. Focused on starting their careers, they're not investing for their retirement years.

Retirement Communities (13.7)

With more time to spend on leisure activities and hobbies, residents play musical instruments, paint or draw, work crosswords, play bingo, or attend adult education classes. They also visit museums, attend the theater, go dancing, practice yoga, go canoeing, and play golf. They will travel to gamble in Atlantic City or to visit Disney World. They attend sports events such as golf tournaments, tennis matches, and baseball games. They spend time with their grandchildren and spoil them with toys. Politically active, these residents are "joiners" and belong to civic clubs and charitable organizations. They own stocks and bank online. They prefer to own or lease a domestic vehicle. These residents describe themselves as moderate or frequent viewers of daytime and primetime TV. They watch news programs and baseball games, tennis matches, and golf tournaments. Cable channel favorites are Bravo, truTV, ESPN news, and Travel Channel. They listen to classical and public radio. Avid readers, they regularly read daily newspapers.

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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. 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

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



Shiloh St
business
district

Featured Business: Micro Diner



Type of business: Diner

URA Investment: \$29,060

Private Investment: \$43,591

Total Project Investment: \$72,651

Contacts

Mount Washington Community
Development Corporation:
<http://mwcdc.org>

Official Website of the
Duquesne Incline: [http://
www.duquesneincline.org/](http://www.duquesneincline.org/)

Urban Redevelopment
Authority of Pittsburgh: [http://
www.ura.org/](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 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