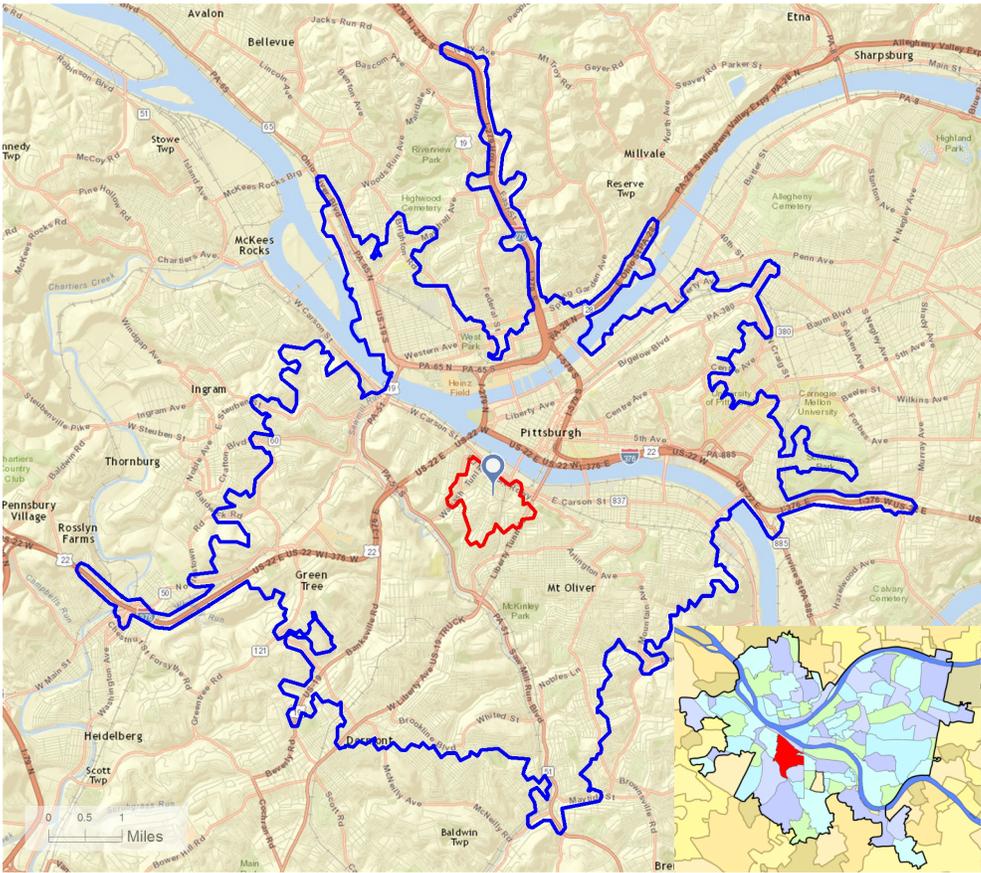


**Shiloh Street Commercial District
Mt Washington**



**2015 Business Summary
(2 Minute Drive Time)**

Number of Businesses:
288

Number of Employees:
716

Employees/Residential
Population Ratio*:
0.17:1

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

For more information on the
neighborhood, visit:



Spending Potential Index	2 Minute Drive	10 Minute Drive
Apparel and Services	53	47
Computers and Accessories	80	69
Education	85	72
Entertainment / Recreation	74	67
Food at Home	78	70
Food Away from Home	78	68
Health Care	69	65
Household Furnishing and Equipment	67	60
Investment	64	48
Retail Goods	71	64
Shelter	78	69
TV/Video/Audio	79	71
Travel	68	61
Vehicle Maintenance & Repair	75	67
Total Expenditures	79	64

2014 Households by Disposable Income	2 Minute Drive	10 Minute Drive
<\$15,000	22.1%	27.6%
\$15,000—\$24,999	17.8%	17.0%
\$25,000—\$34,999	12.0%	12.8%
\$35,000—\$49,999	16.9%	15.2%
\$50,000—\$74,999	17.6%	15.6%
\$75,000—\$99,999	5.7%	5.5%
\$100,000—\$149,999	5.1%	4.5%
\$150,000+	2.8%	1.8%
Median Disposable Income	\$33,009	\$28,527

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 employees working in the area versus the number of residents. A higher ratio indicates more commercial presence.

Shiloh Street Commercial District



Demographic Data: 2 Minute Drive Time	2010	2014	2019 (Projected)	Annual Rate of Change (2014-2019)
Population	4,198	4,124	4,089	-0.17%
Households	2,213	2,211	2,211	0.00%
Median Age	33.2	34.0	35.7	1.00%
% 0-9	6.2%	6.1%	6.3%	0.66%
% 10-14	2.9%	2.7%	2.8%	0.74%
% 15-24	19.7%	17.2%	14.8%	-2.79%
% 25-34	24.1%	26.0%	25.1%	-0.69%
% 35-44	8.8%	8.9%	10.8%	4.27%
% 45-54	12.5%	11.1%	9.8%	-2.34%
% 55-64	10.3%	10.9%	11.0%	0.18%
% 65+	15.6%	17.0%	19.4%	2.82%
Median Household Income	***	\$38,728	\$45,544	3.52%
Average Household Income	***	\$53,569	\$62,949	3.50%
Per Capita Income	***	\$28,925	\$34,273	3.70%
Total Housing Units	2,598	2,601	2,605	0.03%
% Owner Occupied Units	34.8%	32.3%	31.8%	-0.31%
% Renter Occupied Units	50.4%	52.7%	53.1%	0.15%
% Vacant Housing Units	14.8%	15.0%	15.1%	0.13%
Median Home Value	***	\$111,853	\$137,445	4.58%

Demographic Data: 10 Minute Drive Time	2010	2014	2019 (Projected)	Annual Rate of Change (2014-2019)
Population	124,724	124,452	124,750	0.05%
Households	53,331	53,736	54,214	0.18%
Median Age	31.1	32.0	33.2	0.75%
% 0-9	8.1%	7.9%	7.9%	0.00%
% 10-14	3.8%	3.6%	3.6%	0.00%
% 15-24	26.8%	25.6%	24.5%	-0.86%
% 25-34	16.4%	17.5%	16.8%	-0.80%
% 35-44	10.2%	10.3%	11.2%	1.75%
% 45-54	12.2%	11.0%	9.9%	-2.00%
% 55-64	10.4%	11.3%	11.2%	-0.18%
% 65+	12.1%	12.8%	15.0%	3.44%
Median Household Income	***	\$33,784	\$39,345	3.29%
Average Household Income	***	\$48,035	\$56,300	3.44%
Per Capita Income	***	\$21,916	\$25,945	3.68%
Total Housing Units	61,742	62,780	63,440	0.21%
% Owner Occupied Units	39.3%	36.7%	36.2%	-0.27%
% Renter Occupied Units	47.1%	48.9%	49.3%	0.16%
% Vacant Housing Units	13.6%	14.4%	14.5%	0.14%
Median Home Value	***	\$102,908	\$128,383	4.95%

Traffic Count Profile	Closest Cross-Street	Count
E Sycamore St	W Sycamore St	9,450
Virginia Ave	Maple Ter	10,675
McArdle Roadway	Wabash Tunl	11,446
I-376	Wood St	24,278
E Carson St	Smithfield St Brg	15,732
Aline St	Dictom Way	451
Boggs Ave	Albert St	1,982
W Carson St	E Carson St	11,949
Woodruff St	Mann St	11,736
Liberty Brg	McKean St	54,177

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.

Shiloh Street Commercial District

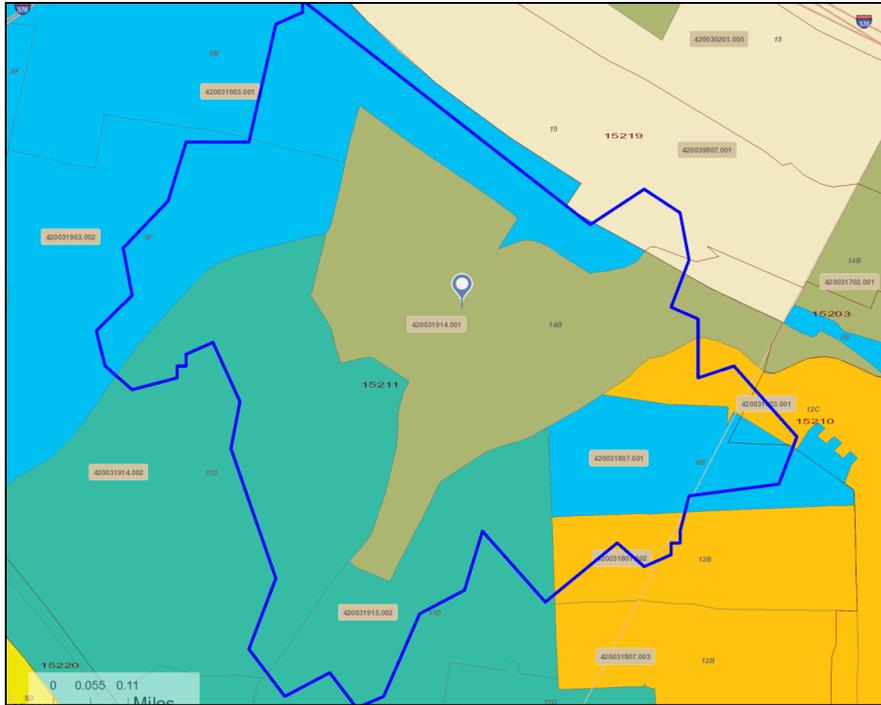


Marketplace Profile **: 2 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$4,087,400	\$95,241	\$3,992,159	95.4	1
Furniture & Home Furnishing Stores	\$475,404	\$0	\$475,404	100.0	0
Electronics and Appliance 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

2014 Educational Attainment (Ages 25+)	2 Minute Drive	10 Minute Drive
No High School Diploma	8.6%	11.4%
High School Diploma or Some College	44.4%	53.2%
Associates Degree	6.9%	8.6%
Bachelor's Degree	26.5%	16.2%
Graduate or Professional Degree	13.6%	10.7%

**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.



2 Minute Drive Time 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

College Towns (39.4%)

About half the residents of College Towns are enrolled in college, while the rest work for a college or the services that support it. Students have busy schedules, but make time between studying and part-time jobs for socializing and sports. Students that are new to managing their own finances tend to make impulse buys and splurge on the latest fashions. This digitally engaged group uses computers and cell phones for all aspects of life including shopping, school work, news, social media, and entertainment. College Towns are all about new experiences, and residents seek out variety and adventure in their lives.

Set to Impress (35.0%)

Set to Impress is depicted by medium to large multiunit apartments with lower than average rents. These apartments are often nestled into neighborhoods with other businesses or single-family housing. Nearly one in three residents is 20 to 34 years old, and over half of the homes are nonfamily households. Although many residents live alone, they preserve close connections with their family. Income levels are low; many work in food service while they are attending college. This group is always looking for a deal. They are very conscious of their image and seek to bolster their status with the latest fashion. Set to Impress residents are tapped into popular music and the local music scene.

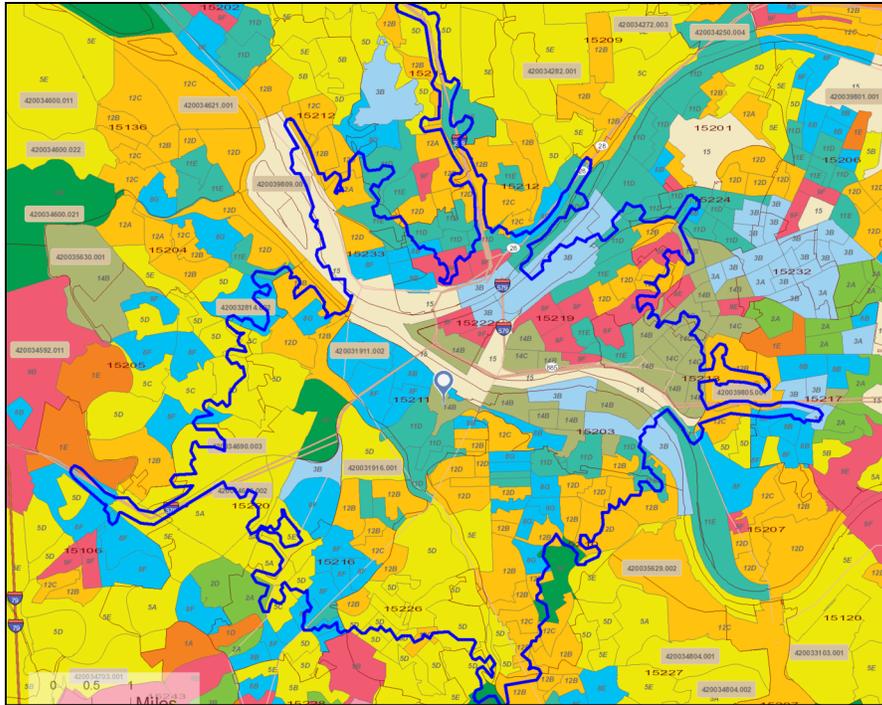
Emerald City (14.2%)

Emerald City's denizens live in lower-density neighborhoods of urban areas throughout the country. Young and mobile, they are more likely to rent. Well educated and well employed, half have a college degree and a professional occupation. Incomes close to the US median come primarily from wages and self-employment. This group is highly connected, using the Internet for entertainment and making environmentally friendly purchases. Long hours on the Internet are balanced with time at the gym. Many embrace the "foodie" culture and enjoy cooking adventurous meals using local and organic foods. Music and art are major sources of enjoyment. They travel frequently, both personally and for business.

Old and New Comers (7.6%)

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.

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: 10

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

College Towns (13.6%)

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Rustbelt Traditions (10.7%)

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.

Traditional Living (10.5%)

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.

Old and New Comers (9.3%)

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.

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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

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



Shiloh St business district

Featured Business: Micro Diner



Type of business: Diner

URA Program: Pittsburgh Business Growth Fund

URA Investment: \$29,060

Private Investment: \$43,591

Total Project Investment: \$72,651

Contacts

Mount Washington Community Development Corporation:
www.mwcdc.org

Official Website of the Duquesne Incline:
www.duquesneincline.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 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