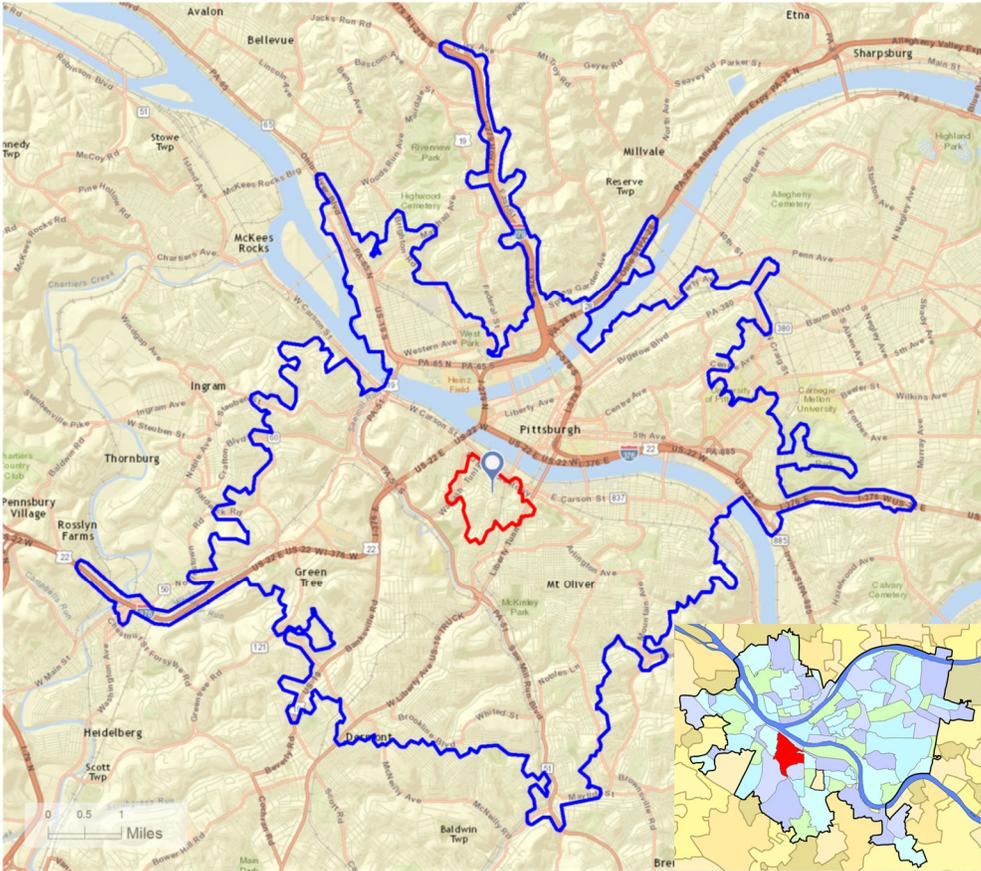


**Shiloh Street Commercial District
Mt Washington**



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

Number of Businesses:
108

Number of Employees: 525

Employees/Residential
Population Ratio*:
0.16:1

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	79	69
Computers and Accessories	81	69
Education	87	72
Entertainment / Recreation	73	65
Food at Home	78	70
Food Away from Home	78	68
Health Care	69	65
Household Furnishing and Equipment	75	66
Investment	64	47
Retail Goods	74	67
Shelter	79	69
TV/Video/Audio	80	71
Travel	69	61
Vehicle Maintenance & Repair	76	67
Total Expenditures	76	66

2015 Households by Disposable Income	2 Minute Drive	10 Minute Drive
<\$15,000	22.1%	26.9%
\$15,000—\$24,999	17.8%	14.9%
\$25,000—\$34,999	12.0%	14.4%
\$35,000—\$49,999	16.9%	14.9%
\$50,000—\$74,999	17.6%	16.2%
\$75,000—\$99,999	5.7%	6.5%
\$100,000—\$149,999	5.1%	4.7%
\$150,000+	2.8%	1.4%
Median Disposable Income	\$33,009	\$29,895

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	2015	2020 (Projected)	Annual Rate of Change (2015-2020)
Population	3,388	3,331	3,310	-0.13%
Households	1,835	1,835	1,838	0.03%
Median Age	33.3	34.4	36.6	1.28%
% 0-9	5.8%	5.6%	5.8%	0.71%
% 10-14	2.6%	2.4%	2.4%	0.00%
% 15-24	19.7%	16.2%	15.6%	-0.74%
% 25-34	24.6%	27.0%	23.8%	-2.37%
% 35-44	8.7%	10.0%	12.6%	5.20%
% 45-54	12.1%	10.7%	11.1%	-2.34%
% 55-64	10.2%	10.7%	11.1%	0.74%
% 65+	16.1%	18.1%	20.0%	2.10%
Median Household Income	***	\$40,285	\$48,133	3.90%
Average Household Income	***	\$55,926	\$64,653	3.12%
Per Capita Income	***	\$30,933	\$36,053	3.31%
Total Housing Units	2,131	2,137	2,142	0.05%
% Owner Occupied Units	33.6%	30.6%	30.3%	-0.20%
% Renter Occupied Units	52.5%	55.3%	55.6%	0.11%
% Vacant Housing Units	13.9%	14.1%	14.2%	0.14%
Median Home Value	***	\$132,338	\$163,281	4.68%
Demographic Data: 10 Minute Drive Time	2010	2015	2020 (Projected)	Annual Rate of Change (2015-2020)
Population	100,041	99,987	100,309	0.06%
Households	43,885	44,320	44,737	0.19%
Median Age	31.5	32.6	33.9	0.80%
% 0-9	8.2%	8.0%	7.9%	-0.25%
% 10-14	3.9%	3.6%	3.8%	1.11%
% 15-24	26.0%	24.2%	23.3%	-0.74%
% 25-34	16.4%	17.9%	16.8%	-1.23%
% 35-44	10.1%	10.3%	11.6%	2.52%
% 45-54	12.3%	10.8%	9.7%	-2.04%
% 55-64	10.6%	11.7%	11.3%	-0.68%
% 65+	12.4%	13.6%	15.5%	2.79%
Median Household Income	***	\$36,058	\$40,895	2.68%
Average Household Income	***	\$49,826	\$56,596	2.72%
Per Capita Income	***	\$22,960	\$26,125	2.76%
Total Housing Units	51,077	52,033	52,558	0.20%
% Owner Occupied Units	39.2%	36.1%	35.8%	-0.17%
% Renter Occupied Units	46.7%	49.0%	49.4%	0.16%
% Vacant Housing Units	14.1%	14.8%	14.9%	0.14%
Median Home Value	***	\$117,416	\$136,241	2.53%

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

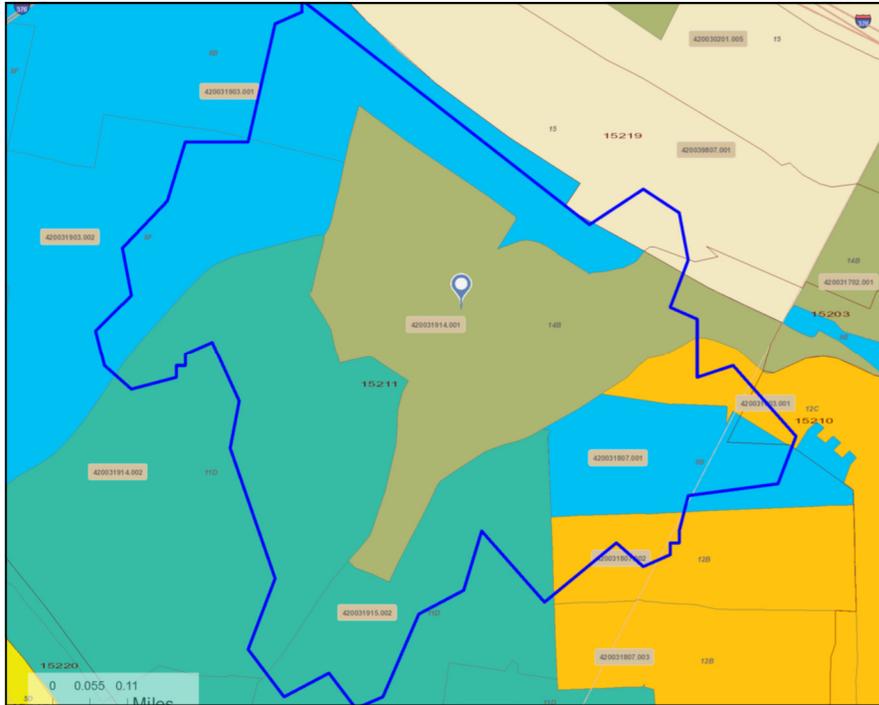


Marketplace Profile **: 2 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$11,287,599	\$6,021,442	\$5,266,157	30.4	1
Furniture & Home Furnishing Stores	\$1,507,741	\$0	\$1,507,741	100.0	0
Electronics and Appliance Stores	\$2,765,199	\$0	\$2,765,199	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$2,071,466	\$0	\$2,071,466	100.0	0
Food and Beverage Stores	\$10,517,253	\$8,489,310	\$2,027,943	10.7	4
Health and Personal Care Stores	\$2,234,180	\$5,247,511	-\$3,013,331	-40.3	2
Gasoline Stations	\$3,568,998	\$2,110,618	\$1,458,380	25.7	1
Clothing & Clothing Accessories Stores	\$2,675,870	\$470,073	\$2,205,797	70.1	2
Sporting Goods / Hobby / Music / Book Stores	\$1,639,382	\$468,814	\$1,170,568	55.5	1
General Merchandise Stores	\$8,672,601	\$710,263	\$7,962,338	84.9	1
Nonstore Retailers	\$1,684,413	\$303,518	\$1,380,895	69.5	1
Food Services & Drinking Places	\$5,508,589	\$855,606	\$64,736	0.6	17

Marketplace Profile **: 10 Min Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$244,091,832	\$391,809,621	-\$147,717,789	-23.2	75
Furniture & Home Furnishing Stores	\$32,346,181	\$26,546,053	\$5,800,128	9.8	24
Electronics and Appliance Stores	\$58,279,963	\$455,721,695	-\$397,441,732	-77.3	82
Building Materials, Garden Equip. & Supply Stores	\$45,850,141	\$60,326,556	-\$14,476,415	-13.6	50
Food and Beverage Stores	\$225,584,458	\$333,851,132	-\$108,266,674	-19.4	124
Health and Personal Care Stores	\$49,489,414	\$177,223,325	-\$127,733,911	-56.3	75
Gasoline Stations	\$76,696,058	\$123,871,683	-\$47,175,625	-23.5	30
Clothing & Clothing Accessories Stores	\$56,226,803	\$105,373,695	-\$49,146,892	-30.4	129
Sporting Goods / Hobby / Music / Book Stores	\$34,146,148	\$36,795,406	-\$2,649,258	-3.7	52
General Merchandise Stores	\$185,116,970	\$46,818,639	\$138,298,331	59.6	26
Nonstore Retailers	\$36,694,157	\$139,579,206	-\$102,885,049	-58.4	28
Food Services & Drinking Places	\$115,623,208	\$417,459,673	-\$301,836,465	-56.6	733

2015 Educational Attainment (Ages 25+)	2 Minute Drive	10 Minute Drive
No High School Diploma	5.0%	9.3%
High School Diploma or Some College	38.0%	51.8%
Associates Degree	9.3%	9.7%
Bachelor's Degree	31.7%	17.3%
Graduate or Professional Degree	16.0%	11.8%

**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.



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

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

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.

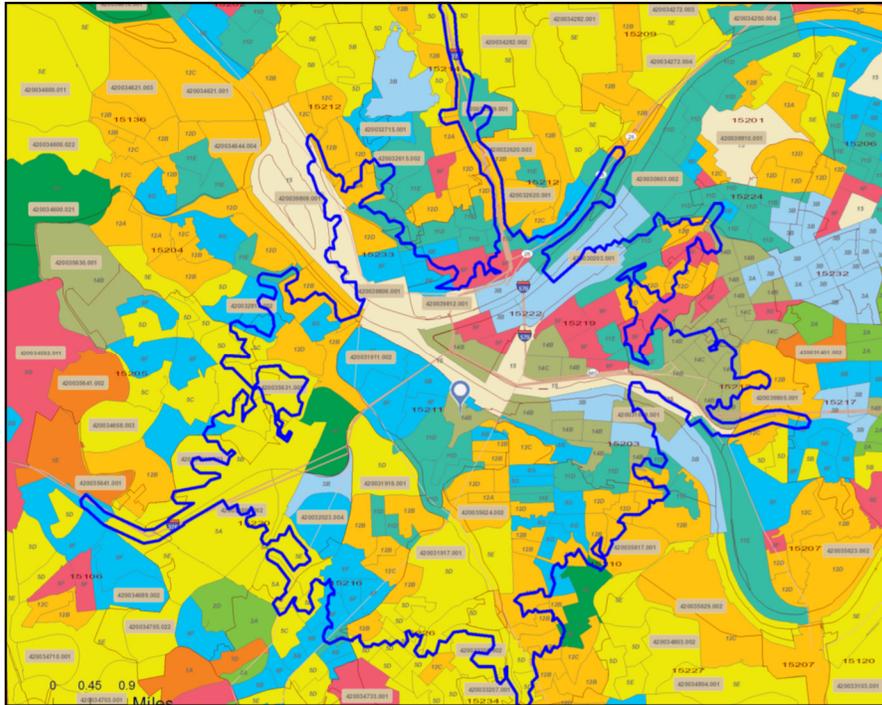
Emerald City

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

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

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.

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.

Traditional Living

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

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