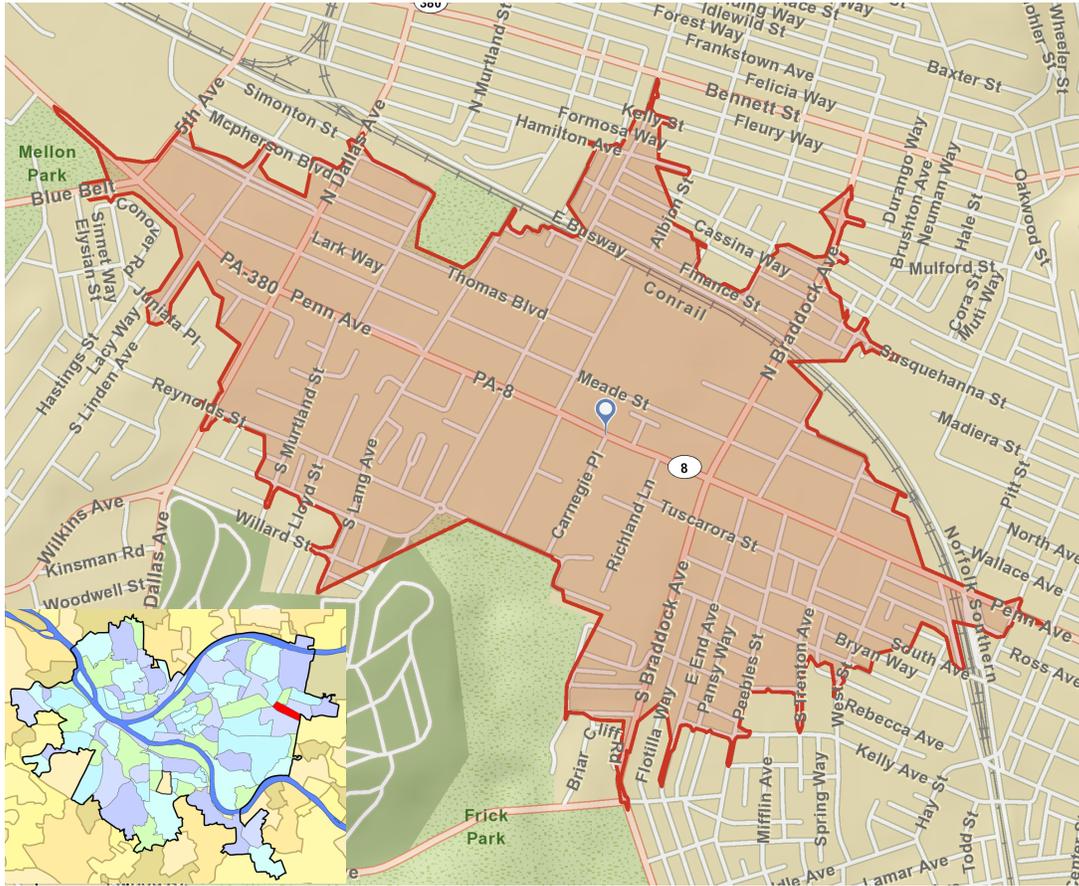


Penn Avenue Commercial Area North Point Breeze



2015 Business Summary (2 Minute Drive Time)

Number of Businesses:
471

Number of Employees:
4,244

Employees/Residential
Population Ratio*:
0.88:1

Major Industries:
Food & Beverage Stores, Gasoline
Stations, 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	\$12,570,114	\$515,795	\$12,054,319	92.1	1
Furniture & Home Furnishing Stores	\$1,417,282	\$57,038	\$1,360,244	92.3	1
Electronics and Appliance Stores	\$1,736,952	\$544,852	\$1,192,100	52.2	1
Building Materials, Garden Equip. & Supply Stores	\$2,266,935	\$0	\$2,266,935	100.0	0
Food and Beverage Stores	\$11,730,215	\$15,572,898	-\$3,842,683	-14.1	3
Health and Personal Care Stores	\$3,589,329	\$810,368	\$2,778,961	63.2	2
Gasoline Stations	\$5,947,022	\$6,168,423	-\$221,401	-1.8	2
Clothing & Clothing Accessories Stores	\$4,032,160	\$693,492	\$3,338,668	70.6	3
Sporting Goods / Hobby / Music / Book Stores	\$1,853,478	\$413,168	\$1,440,310	63.5	3
General Merchandise Stores	\$9,265,996	\$878,032	\$8,387,964	82.7	1
Nonstore Retailers	\$7,772,469	\$0	\$7,772,469	100.0	0
Food Services & Drinking Places	\$7,357,875	\$1,577,197	\$5,780,678	64.7	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.

Penn Avenue Commercial Area



Demographic Data	2010	2014	2019 (Projected)	Annual Rate of Change (2014-2019)
Population	4,920	4,828	4,787	-0.17%
Households	2,451	2,432	2,422	-0.08%
Median Age	40.7	41.1	41.3	0.10%
% 0-9	9.7%	9.6%	9.6%	0.00%
% 10-14	4.7%	4.5%	4.7%	0.89%
% 15-24	11.1%	11.0%	10.5%	-0.91%
% 25-34	17.1%	16.9%	16.2%	-0.83%
% 35-44	12.9%	12.9%	13.6%	1.09%
% 45-54	15.6%	13.2%	11.8%	-2.12%
% 55-64	15.5%	15.8%	15.0%	-1.01%
% 65+	13.5%	15.9%	18.7%	3.52%
Median Household Income	***	\$45,505	\$55,664	4.47%
Average Household Income	***	\$72,350	\$89,608	4.77%
Per Capita Income	***	\$36,175	\$45,010	4.88%
Total Housing Units	2,706	2,731	2,750	0.14%
% Owner Occupied Units	40.2%	37.8%	37.1%	-0.37%
% Renter Occupied Units	50.4%	51.3%	51.0%	-0.12%
% Vacant Housing Units	9.4%	10.9%	11.9%	-1.83%
Median Home Value	***	\$214,154	\$270,902	5.30%

Traffic Count Profile	Closest Cross-Street	Count
Penn Ave	S Lexington Ave	26,645
N Homewood Ave	Cassina Way	4,087
N Braddock Ave	Tioga St	1,436
Hamilton Ave	Clawson St	6,393
S Dallas Ave	Reynolds St	7,442
N Dallas Ave	Simonton St	4,722
Jonathan Pl	Penn Ave	19,638
Penn Ave	S Linden Ave	12,237
Frankstown Ave	N Braddock St	6,792
Forbes Ave	Frick Park Access Rd	14,962

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.

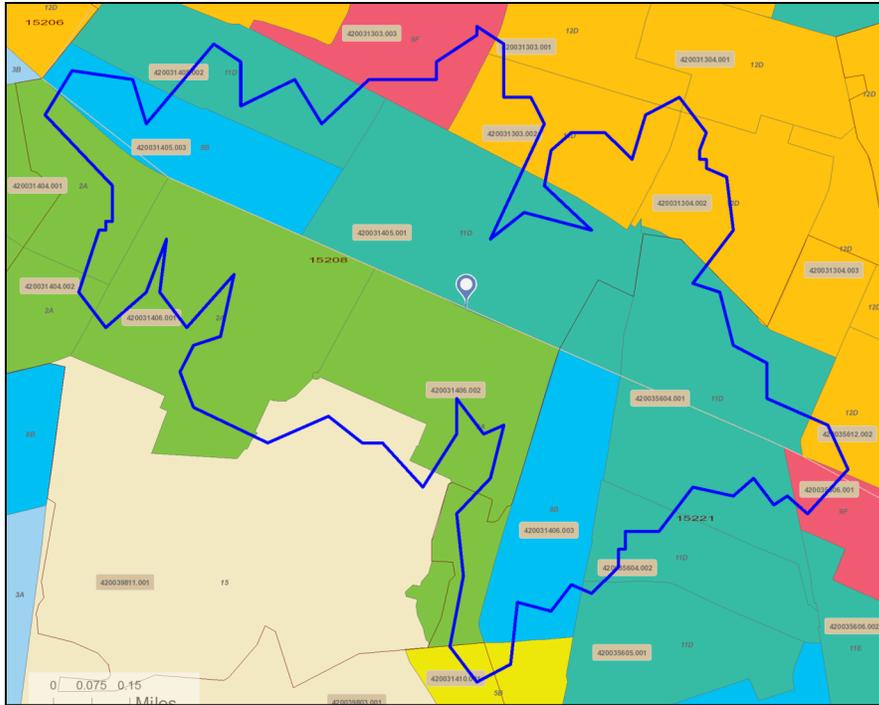
2014 Households by Disposable Income	
<\$15,000	21.6%
\$15,000—\$24,999	14.1%
\$25,000—\$34,999	10.6%
\$35,000—\$49,999	14.4%
\$50,000—\$74,999	14.5%
\$75,000—\$99,999	7.9%
\$100,000—\$149,999	11.7%
\$150,000+	5.2%
Median Disposable Income	\$37,969

Note: Disposable income is after-tax household income.

2014 Educational Attainment (Ages 25+)	
No High School Diploma	5.8%
High School Diploma or Some College	32.4%
Associates Degree	3.8%
Bachelor's Degree	23.0%
Graduate or Professional Degree	35.0%

Spending Potential Index	
Apparel and Services	70
Computers and Accessories	106
Education	109
Entertainment / Recreation	101
Food at Home	101
Food Away from Home	102
Health Care	94
Household Furnishing and Equipment	89
Investment	116
Retail Goods	94
Shelter	106
TV/Video/Audio	100
Travel	100
Vehicle Maintenance & Repair	101
Total Expenditures	99

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*

- Number of bus lines in neighborhood: 6
- Persons per sq. mile: 7,493 (City average: 5,646)
- High number of cottage industries in area
- Walk Score: 73

* 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

Set to Impress (35.9%)

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 (31.7%)

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.

Urban Chic (27.8%)

Urban Chic residents are professionals that live a sophisticated, exclusive lifestyle. Half of all households are occupied by married-couple families and about 30% are singles. These are busy, well-connected, and well-educated consumers—avid readers and moviegoers, environmentally active, and financially stable. This market is a bit older, with a median age of almost 43 years, and growing slowly, but steadily.

Modest Income Homes (3.3%)

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.

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:Josette.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



East End Food Co-op, North Point Breeze

Contacts

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](mailto:Josette.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