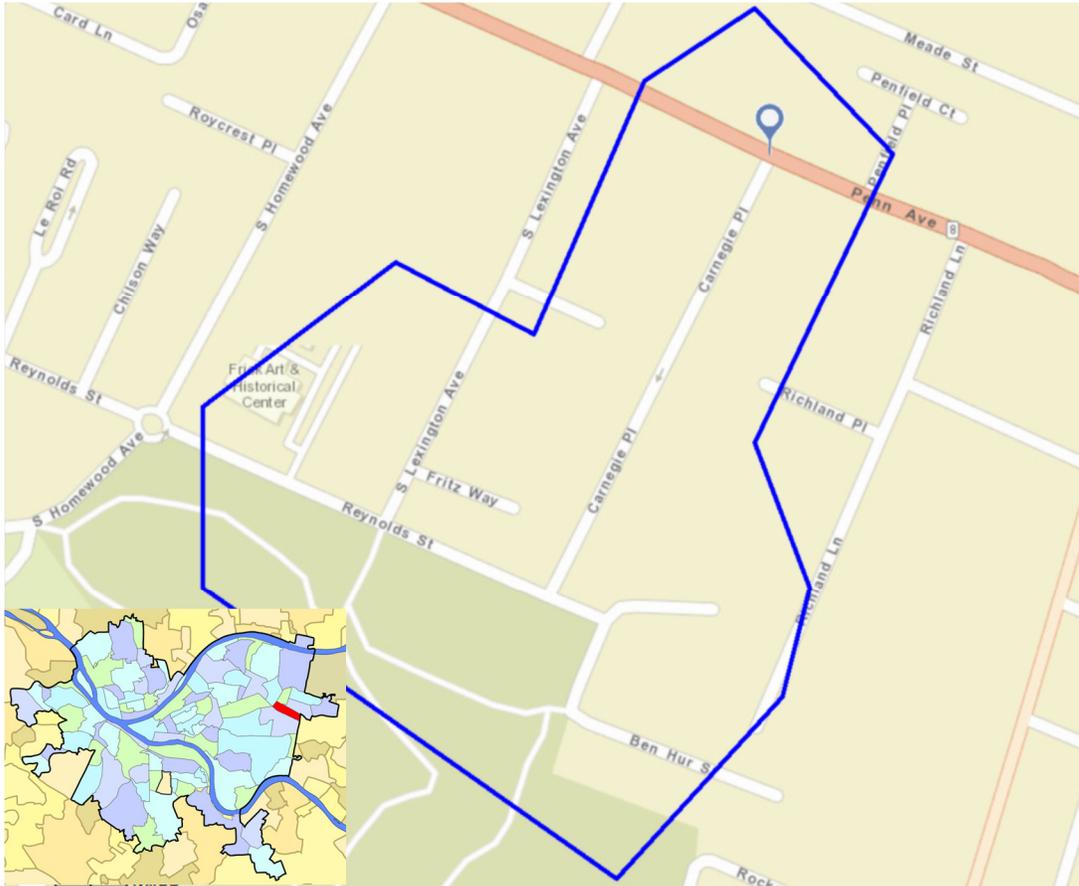


# Penn Avenue Commercial Area

## North Point Breeze



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

Number of Businesses:  
14

Number of Employees:  
272

Employees/Residential  
Population Ratio\*:  
0.77:1

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	\$1,961,593	\$388,963	\$1,572,630	66.9	1
Furniture & Home Furnishing Stores	\$272,344	\$0	\$272,344	100.0	0
Electronics and Appliance Stores	\$501,814	\$0	\$501,814	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$517,345	\$0	\$517,345	100.0	0
Food and Beverage Stores	\$1,747,548	\$0	\$1,747,548	100.0	0
Health and Personal Care Stores	\$398,530	\$0	\$398,530	100.0	0
Gasoline Stations	\$555,501	\$0	\$555,501	100.0	0
Clothing & Clothing Accessories Stores	\$465,421	\$0	\$465,421	100.0	0
Sporting Goods / Hobby / Music / Book Stores	\$298,051	\$0	\$298,051	100.0	0
General Merchandise Stores	\$1,492,723	\$186,787	\$1,305,936	77.8	1
Nonstore Retailers	\$306,354	\$2,934,630	-\$2,628,276	-81.1	1
Food Services & Drinking Places	\$987,441	\$723,169	\$264,272	15.4	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.

# Penn Avenue/North Point Breeze Commercial Area

Demographic Data	2010	2015	2020 (Projected)	Annual Rate of Change (2015-2020)
<b>Population</b>	321	351	370	1.08%
<b>Households</b>	122	135	144	1.33%
<b>Median Age</b>	41.8	42.3	42.1	-0.10%
% 0-9	12.7%	12.0%	12.4%	0.67%
% 10-14	5.3%	6.3%	6.2%	-0.32%
% 15-24	9.3%	10.2%	9.5%	-1.37%
% 25-34	13.0%	12.0%	11.9%	-0.17%
% 35-44	13.7%	13.4%	13.7%	0.45%
% 45-54	15.5%	15.7%	13.2%	-3.18%
% 55-64	17.7%	15.7%	13.2%	-3.18%
% 65+	12.7%	17.1%	20.5%	3.98%
<b>Median Household Income</b>	***	\$101,122	\$126,836	5.09%
<b>Average Household Income</b>	***	\$143,031	\$167,285	3.39%
<b>Per Capita Income</b>	***	\$62,488	\$73,942	3.67%
<b>Total Housing Units</b>	133	145	155	1.38%
% Owner Occupied Units	66.9%	64.8%	63.2%	-0.49%
% Renter Occupied Units	24.8%	28.3%	29.7%	0.99%
% Vacant Housing Units	8.3%	6.9%	7.1%	0.58%
<b>Median Home Value</b>	***	\$379,032	\$483,333	5.50%

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.

2015 Households by Disposable Income	
<\$15,000	10.4%
\$15,000—\$24,999	5.9%
\$25,000—\$34,999	7.4%
\$35,000—\$49,999	12.6%
\$50,000—\$74,999	13.3%
\$75,000—\$99,999	7.4%
\$100,000—\$149,999	18.5%
\$150,000+	25.2%
<b>Median Disposable Income</b>	\$77,039

Note: Disposable income is after-tax household income.

2015 Educational Attainment (Ages 25+)	
No High School Diploma	1.6%
High School Diploma or Some College	20.4%
Associates Degree	2.4%
Bachelor's Degree	20.8%
Graduate or Professional Degree	54.8%

Spending Potential Index	
<b>Apparel and Services</b>	188
<b>Computers and Accessories</b>	199
<b>Education</b>	219
<b>Entertainment / Recreation</b>	192
<b>Food at Home</b>	176
<b>Food Away from Home</b>	188
<b>Health Care</b>	178
<b>Household Furnishing and Equipment</b>	187
<b>Investment</b>	325
<b>Retail Goods</b>	180
<b>Shelter</b>	201
<b>TV/Video/Audio</b>	174
<b>Travel</b>	216
<b>Vehicle Maintenance &amp; Repair</b>	189
<b>Total Expenditures</b>	201

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

#### Professional Pride

Professional Pride consumers are well-educated career professionals that have prospered through the Great Recession. To maintain their upscale suburban lifestyles, these goal oriented couples work, often commuting far and working long hours. However, their schedules are fine-tuned to meet the needs of their school age children. They are financially savvy; they invest wisely and benefit from interest and dividend income. So far, these established families have accumulated an average of 1.5 million dollars in net worth, and their annual household income runs at more than twice the US level. They take pride in their newer homes and spend valuable time and energy upgrading. Their homes are furnished with the latest in home trends, including finished base-

#### Top Tier

The residents of the wealthiest Tapestry market, Top Tier, earn more than three times the US household income. They have the purchasing power to indulge any choice, but what do their hearts' desire? Aside from the obvious expense for the upkeep of their lavish homes, consumers select upscale salons, spas, and fitness centers for their personal well-being and shop at high-end retailers for their personal effects. Whether short or long, domestic or foreign, their frequent vacations spare no expense. Residents fill their weekends and evenings with opera, classical music concerts, charity dinners, and shopping. These highly educated professionals have reached their corporate career goals. With an accumulated average net worth of over 1.5 million dollars and in-

#### Urban Chic

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

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](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](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](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](http://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](mailto:Josette.Fitzgibbons@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](http://www.ucsur.pitt.edu/neighborhood_reports_acs.php)