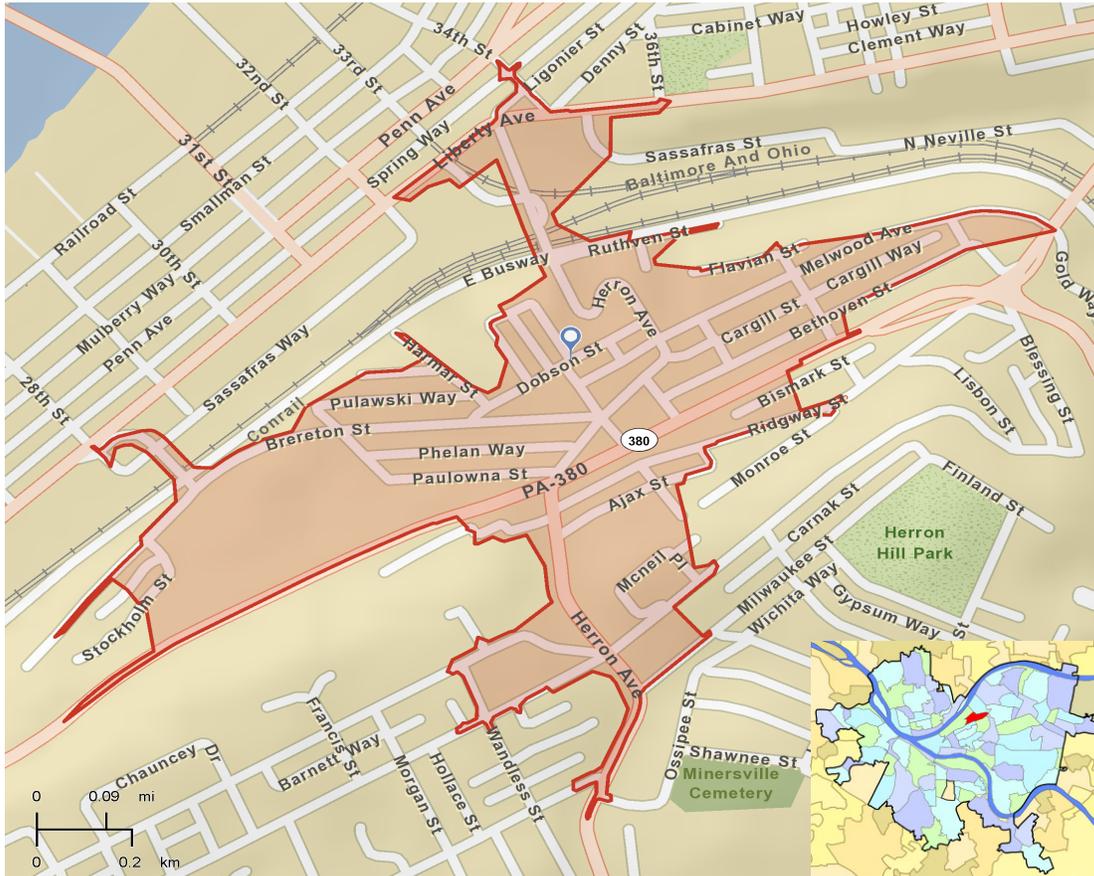


Dobson-Brereton Commercial District

Polish Hill



2013 Business Summary

Number of Businesses:
59

Number of Employees:
540

Employees/Residential
Population Ratio*:
0.40

Major Industries:
Services and Retail Trade

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	\$1,675,917	\$52,135	\$1,623,783	94.0	0
Furniture & Home Furnishing Stores	\$186,622	\$1,556	\$185,066	98.3	0
Electronics and Appliance Stores	\$245,643	\$0	\$245,643	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$261,827	\$1,211	\$260,615	99.1	0
Food and Beverage Stores	\$1,724,150	\$647,559	\$1,076,597	45.4	2
Health and Personal Care Stores	\$585,113	\$67,533	\$517,581	79.3	0
Gasoline Stations	\$1,007,759	\$55,844	\$951,915	89.5	0
Clothing & Clothing Accessories Stores	\$543,849	\$1,610	\$542,239	99.4	0
Sporting Goods / Hobby / Music / Book Stores	\$268,241	\$59,205	\$209,036	63.8	1
General Merchandise Stores	\$1,366,942	\$0	\$1,366,942	100.0	0
Nonstore Retailers	\$883,662	\$0	\$883,662	100.0	0
Food Services & Drinking Places	\$932,660	\$220,368	\$712,293	61.8	3

**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.

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

Dobson-Brereton Commercial District



Demographic Data	2010	2013	2017 (Projected)	Annual Rate of Change (2013-2017)
Population	1,360	1,365	1,365	0.00%
Households	709	708	714	0.17%
Median Age	42.6	42.7	43.5	0.37%
% 0-9	7.5%	7.4%	7.4%	0.00%
% 10-14	2.5%	2.5%	2.5%	0.00%
% 15-24	11.9%	11.7%	10.8%	-1.54%
% 25-34	19.3%	19.9%	20.0%	0.10%
% 35-44	11.8%	11.4%	11.1%	-0.53%
% 45-54	13.9%	13.5%	12.4%	-1.63%
% 55-64	13.3%	13.8%	14.4%	0.87%
% 65+	19.7%	19.9%	21.5%	1.61%
Median Household Income	\$27,108	\$21,802	\$23,497	1.55%
Average Household Income	\$38,414	\$33,274	\$37,516	2.55%
Per Capita Income	\$20,135	\$18,461	\$20,998	2.75%
Total Housing Units	867	859	851	-0.19%
% Owner Occupied Units	39.8%	37.7%	39.2%	0.80%
% Renter Occupied Units	42.0%	44.7%	44.7%	0.00%
% Vacant Housing Units	18.2%	17.6%	16.1%	-1.70%
Median Home Value	\$57,803	\$65,629	\$72,854	2.20%

Traffic Count Profile	Closest Cross-Street	Count
Herron Ave	Dobson St	4,186
Penn Ave	32nd St	6,881
Penn Ave	36th St	13,024
Bedford Ave	Francis St	2,875
Butler St	36th St	15,530
Bloomfield Brdg	Bloomfield Brdg Ramp	28,208
Bigelow Blvd	30th St	23,684
31st St	31st St Brdg	7,085
40th St	Howley St	7,172
Bigelow Blvd	Alpena St	6,763

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: 2009

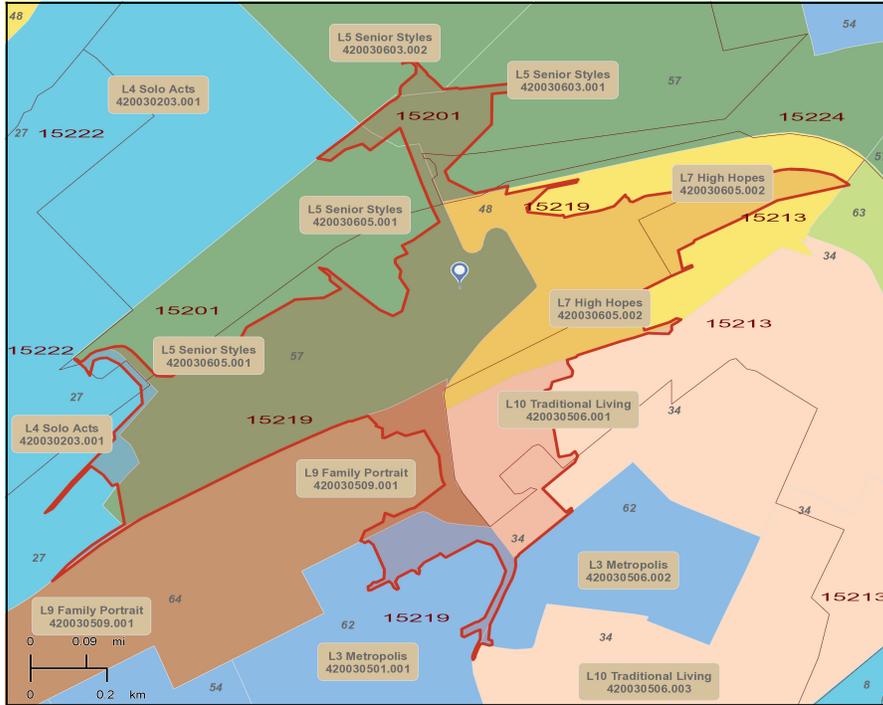
2013 Households by Disposable Income	
<\$15,000	37.6%
\$15,000—\$24,999	21.0%
\$25,000—\$34,999	13.3%
\$35,000—\$49,999	14.0%
\$50,000—\$74,999	11.3%
\$75,000—\$99,999	1.0%
\$100,000—\$149,999	1.6%
\$150,000+	0.4%
Median Disposable Income	\$19,801

Note: Disposable income is after-tax household income.

2013 Educational Attainment (Ages 25+)	
No High School Diploma	15.8%
High School Diploma or Some College	47%
Associates Degree	15.3%
Bachelor's Degree	17.0%
Graduate or Professional Degree	4.8%

Spending Potential Index	
Apparel and Services	34
Computers and Accessories	50
Education	51
Entertainment / Recreation	51
Food at Home	52
Food away from Home	50
Health Care	50
Household Furnishing and Equipment	43
Investment	30
Miscellaneous	50
Shelter	49
Transportation	51
Travel	46
Total Expenditures	49

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*

- The Immaculate Heart of Mary Church was built completely by Polish Hill residents in the late 1800s
- Polish Hill is a stop on the Martin Luther King East Busway

* 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

Simple Living (47.2%)

The lifestyle of these residents is reflected by their ages; younger people go to nightclubs and play musical instruments; seniors refinish furniture and go salt-water fishing. Community activities are also important to the latter; they join fraternal orders and veterans' clubs. Simple Living households spend wisely on a restricted budget. They buy the essentials at discount stores and occasionally treat themselves to dinner out and a movie. Cable TV is a must for these frequent viewers of family programs, news programs, and game shows. They are big fans of daytime TV. Owning a personal computer, cell phone, or DVD player isn't important.

Great Expectations (32.2%)

The lifestyle of these residents is reflected by their ages; younger people go to nightclubs and play musical instruments; seniors refinish furniture and go salt-water fishing. Community activities are also important to the latter; they join fraternal orders and veterans' clubs. Simple Living households spend wisely on a restricted budget. They buy the essentials at discount stores and occasionally treat themselves to dinner out and a movie. Cable TV is a must for these frequent viewers of family programs, news programs, and game shows. They are big fans of daytime TV. Owning a personal computer, cell phone, or DVD player isn't important.

Family Foundations (18.1%)

Active in their communities, Family Foundations residents attend church, serve on church boards, help with fund-raising projects, and participate in civic activities. They spend money on their families and home maintenance projects. Careful consumers, they watch their budgets. They eat at home, shop at discount stores such as Marshalls and T.J. Maxx, and take advantage of savings at Sam's Club. They're big TV fans; they watch courtroom shows, sports, and news programs. Viewership rates are very high; cable subscriptions are near the US level. Many households own multiple sets so they won't miss anything. They listen to gospel, urban, and jazz radio and read newspapers, Entertainment Weekly, and general editorial and newsmagazines. Basketball is a favorite sport; they play, attend professional games, watch games on TV, and listen to games on the radio

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

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



Community festival in Polish Hill

Contacts

Polish Hill Civic Association:
www.blogski.phcapgh.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](mailto:jfitzgibbons@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