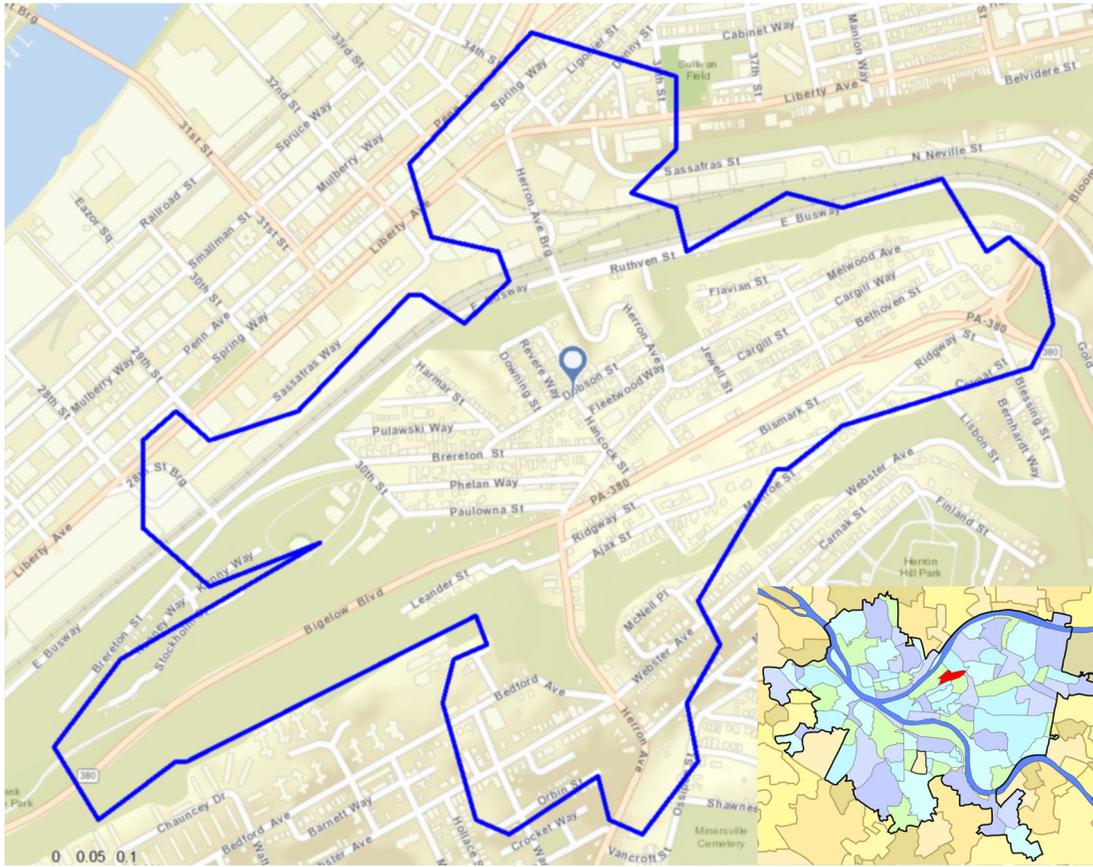


# Dobson Street Commercial District

## Polish Hill



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

Number of Businesses:  
75

Number of Employees:  
655

Employees/Residential  
Population Ratio\*:  
0.32:1

Major Industries:  
Food & Beverage Stores, Food Services  
& Drinking Places, Gasoline Stations

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	\$5,071,430	\$0	\$5,071,430	100.0	0
Furniture & Home Furnishing Stores	\$669,722	\$0	\$669,722	100.0	0
Electronics and Appliance Stores	\$1,210,343	\$1,626,406	-\$416,063	-14.7	1
Building Materials, Garden Equip. & Supply Stores	\$960,882	\$0	\$960,882	100.0	0
Food and Beverage Stores	\$4,768,890	\$2,866,805	\$1,902,085	24.9	3
Health and Personal Care Stores	\$1,051,755	\$0	\$1,051,755	100.0	0
Gasoline Stations	\$1,615,914	\$0	\$1,615,914	100.0	0
Clothing & Clothing Accessories Stores	\$1,165,582	\$239,370	\$926,212	65.9	1
Sporting Goods / Hobby / Music / Book Stores	\$703,961	\$491,673	\$212,288	17.8	1
General Merchandise Stores	\$3,868,899	\$0	\$3,868,899	100.0	0
Nonstore Retailers	\$774,936	\$0	\$774,936	100.0	0
Food Services & Drinking Places	\$2,389,094	\$1,522,540	\$866,554	22.2	5

\*\*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 Street Commercial District



Demographic Data	2010	2015	2020 (Projected)	Annual Rate of Change (2015-2020)
<b>Population</b>	2,027	2,050	2,078	0.27%
<b>Households</b>	1,126	1,159	1,184	0.43%
<b>Median Age</b>	41.6	42.0	43.0	0.48%
% 0-9	8.7%	9.1%	9.4%	0.66%
% 10-14	3.1%	3.7%	4.2%	2.70%
% 15-24	12.8%	9.6%	9.7%	0.21%
% 25-34	18.2%	17.3%	14.5%	-3.24%
% 35-44	11.4%	13.5%	15.7%	3.26%
% 45-54	13.8%	13.2%	11.7%	-2.27%
% 55-64	13.3%	14.7%	13.8%	-1.22%
% 65+	18.7%	18.8%	21.6%	2.98%
<b>Median Household Income</b>	***	\$26,786	\$31,324	3.39%
<b>Average Household Income</b>	***	\$39,787	\$45,580	2.91%
<b>Per Capita Income</b>	***	\$22,257	\$25,703	3.10%
<b>Total Housing Units</b>	1,397	1,449	1,473	0.33%
% Owner Occupied Units	35.7%	32.9%	32.0%	-0.55%
% Renter Occupied Units	44.9%	47.2%	48.4%	0.51%
% Vacant Housing Units	19.4%	20.0%	19.6%	-0.40%

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 2012 unless otherwise noted.

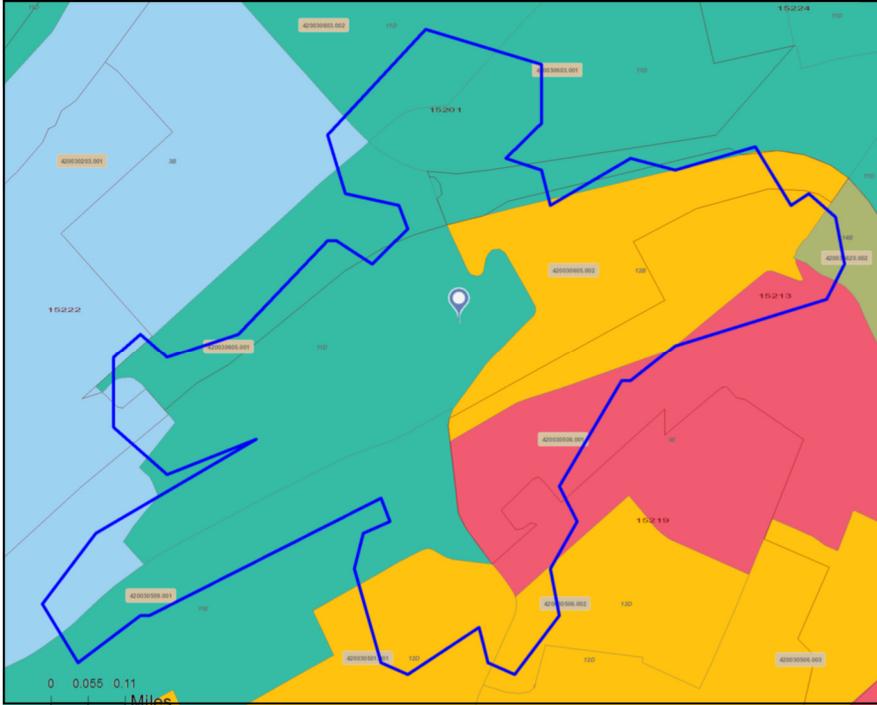
2015 Households by Disposable Income	
<\$15,000	35.8%
\$15,000—\$24,999	16.6%
\$25,000—\$34,999	12.8%
\$35,000—\$49,999	12.8%
\$50,000—\$74,999	12.4%
\$75,000—\$99,999	6.0%
\$100,000—\$149,999	3.3%
\$150,000+	0.4%
<b>Median Disposable Income</b>	\$23,004

Note: Disposable income is after-tax household income.

2015 Educational Attainment (Ages 25+)	
No High School Diploma	8.8%
High School Diploma or Some College	53.9%
Associates Degree	9.9%
Bachelor's Degree	17.7%
Graduate or Professional Degree	9.7%

Spending Potential Index	
<b>Apparel and Services</b>	55
<b>Computers and Accessories</b>	54
<b>Education</b>	54
<b>Entertainment / Recreation</b>	52
<b>Food at Home</b>	56
<b>Food Away from Home</b>	54
<b>Health Care</b>	53
<b>Household Furnishing and Equipment</b>	53
<b>Investment</b>	37
<b>Retail Goods</b>	53
<b>Shelter</b>	55
<b>TV/Video/Audio</b>	57
<b>Travel</b>	48
<b>Vehicle Maintenance &amp; Repair</b>	54
<b>Total Expenditures</b>	53

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

#### 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.

#### 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.

#### Retirement Communities

Retirement Communities neighborhoods are evenly distributed across the country. They combine single-family homes and independent living with apartments, assisted living, and continuous care nursing facilities. Over half of the housing units are in multiunit structures, and the majority of residents have a lease. This group enjoys watching cable TV and stays up-to-date with newspapers and magazines. Residents take pride in fiscal responsibility and keep a close eye on their finances. Although income and net worth are well below national averages, residents enjoy going to the theater, golfing, and taking vacations. While some residents enjoy cooking, many have paid their dues in the kitchen and would rather dine out.

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)



Community festival in Polish Hill

## Featured Business: 3052 Brereton Street



**Type of Business:** Architect Consultant

**URA Program Utilized:** Urban Development Fund

**URA Investment:** \$150,000

**Private Investment:** \$224,294

**Total Project Investment:** \$374,294

## Contacts

Polish Hill Civic Association:  
[www.phcapgh.org/](http://www.phcapgh.org/)

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: PGHNSAP, 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: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](http://www.ucsur.pitt.edu/neighborhood_reports_acs.php)