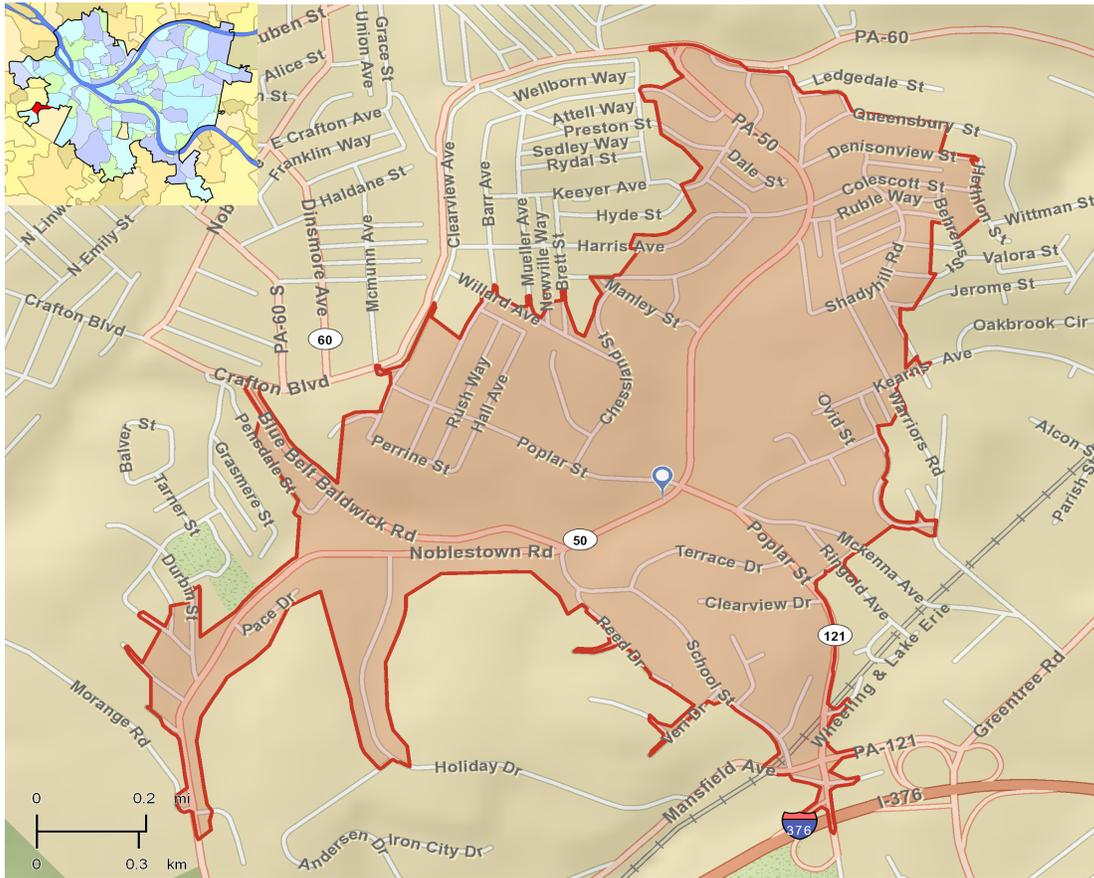


Noblestown Road Commercial District Westwood/Oakwood



2013 Business Summary

Number of Businesses:
161

Number of Employees:
1287

Employees/Residential
Population Ratio*:
0.47

Major Industries:
Information, Professional, Scientific &
Tech Services, Finance & Insurance,
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	\$5,282,843	\$41,192	\$5,241,651	98.5	0
Furniture & Home Furnishing Stores	\$588,465	\$2,943	\$585,522	99.0	0
Electronics and Appliance Stores	\$762,012	\$171,176	\$590,836	63.3	1
Building Materials, Garden Equip. & Supply Stores	\$923,156	\$21,067	\$902,089	95.5	0
Food and Beverage Stores	\$5,243,362	\$6,408,096	-\$1,164,734	-10.0	2
Health and Personal Care Stores	\$1,867,927	\$4,605,551	-\$2,737,624	-42.3	4
Gasoline Stations	\$3,058,391	\$9,177,930	-\$6,119,538	-50.0	1
Clothing & Clothing Accessories Stores	\$1,638,463	\$200,467	\$1,437,996	78.2	2
Sporting Goods / Hobby / Music / Book Stores	\$818,060	\$157,690	\$660,370	67.7	2
General Merchandise Stores	\$4,187,543	\$855,354	\$3,332,190	66.1	1
Nonstore Retailers	\$2,818,457	\$2,539,391	\$279,066	5.2	0
Food Services & Drinking Places	\$2,853,186	\$3,218,401	-\$365,216	-6.0	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.

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

Noblestown Road Commercial District



Demographic Data	2010	2013	2017 (Projected)	Annual Rate of Change (2013-2017)
Population	2,773	2,761	2,754	-0.05%
Households	1,351	1,337	1,340	0.04%
Median Age	41.6	42.1	43.1	0.48%
% 0-9	10.2%	10%	9.9%	-0.20%
% 10-14	4.4%	4.3%	4.3%	0.00%
% 15-24	10.4%	10.3%	9.4%	-1.75%
% 25-34	16.3%	16.4%	16.4%	0.00%
% 35-44	13.0%	12.6%	12.2%	-0.63%
% 45-54	14.4%	13.9%	12.7%	-1.73%
% 55-64	12.8%	13.3%	13.8%	0.75%
% 65+	18.5%	19.2%	21.3%	2.19%
Median Household Income	\$50,367	\$42,258	\$48,417	2.91%
Average Household Income	\$59,841	\$55,116	\$63,000	2.86%
Per Capita Income	\$28,465	\$26,072	\$29,974	2.99%
Total Housing Units	1,435	1,435	1,432	-0.04%
% Owner Occupied Units	60.1%	56.7%	58.3%	0.56%
% Renter Occupied Units	34.0%	36.5%	35.3%	-19.81%
% Vacant Housing Units	5.9%	6.8%	6.4%	-1.18%
Median Home Value	\$119,823	118,041	127,302	1.57%

Traffic Count Profile	Closest Cross-Street	Count
Noblestown Rd	Guyland St	16,118
Poplar St	Clearview Dr	14,173
Baldwick Rd	Steen St	5,819
Mansfield Ave	Greentree Rd	17,798
Noblestown Rd	Pace Dr	9,030
Greentree Rd	Alice St	17,462
I-279	Greentree Rd	7,111
Bradford Ave	Elmwood Ave	9,057
Greentree Rd	McKinney Ln	8,521
Dinsmore Ave	Nancy Aly	1,099

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

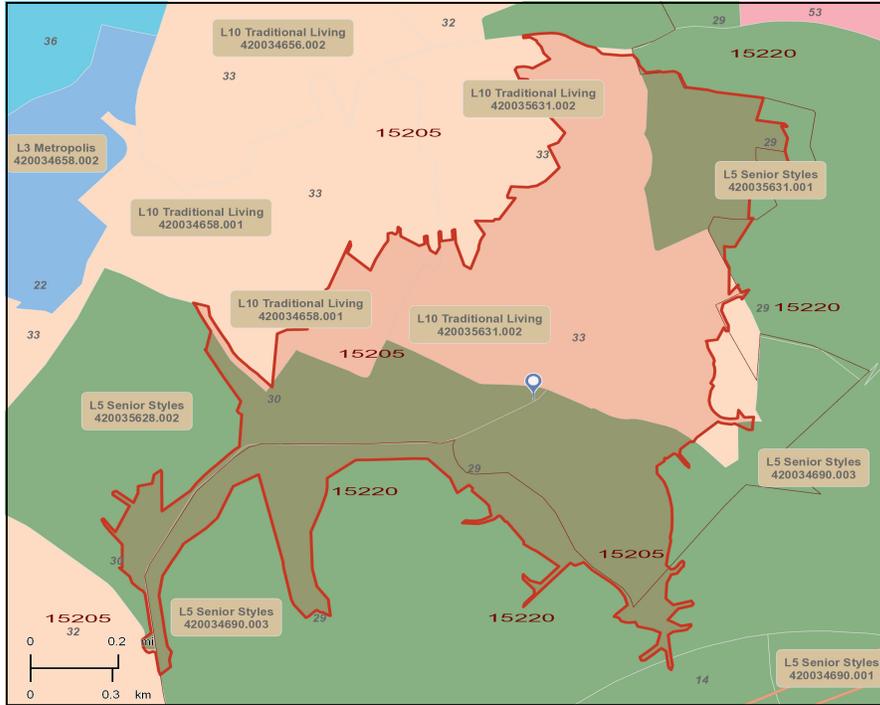
2013 Households by Disposable Income	
<\$15,000	17.9%
\$15,000—\$24,999	15.9%
\$25,000—\$34,999	15.6%
\$35,000—\$49,999	17.7%
\$50,000—\$74,999	20.0%
\$75,000—\$99,999	6.8%
\$100,000—\$149,999	5.0%
\$150,000+	1.1%
Median Disposable Income	\$35,348

Note: Disposable income is after-tax household income.

2013 Educational Attainment (Ages 25+)	
No High School Diploma	10.1%
High School Diploma or Some College	51.8%
Associates Degree	9.3%
Bachelor's Degree	14.7%
Graduate or Professional Degree	14.3%

Spending Potential Index	
Apparel and Services	81
Computers and Accessories	80
Education	80
Entertainment / Recreation	85
Food at Home	84
Food away from Home	81
Health Care	88
Household Furnishing and Equipment	72
Investment	58
Miscellaneous	84
Shelter	79
Transportation	83
Travel	80
Total Expenditures	81

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*

- 6th lowest number of crime reports per 100 residents in Pittsburgh (3.4)
- Persons per sq. mile: 3,694 (City average: 5,646)
- Walk Score: 58

* 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

Midlife Junction (55.3%)

Midlife Junction residents live quiet, settled lives as they move from child-rearing into retirement. To finance their retirement, they own certificates of deposit, savings bonds, and IRAs. They're careful spenders, always looking for bargains, and not swayed by fads. On weekends, they eat fast food or go to family restaurants such as Friendly's or Perkins. They drive standard-sized domestic cars and shop by mail or phone from the L.L. Bean and JCPenney catalogs. They communicate with friends and family by e-mail. They go fishing, take walks, work crossword puzzles, play board games, do woodworking, and read science fiction or romance novels. They watch TV network shows and news programs.

Rustbelt Retirees (23.2%)

These hardworking folks are settled; many have lived in the same house for years. Loyal to country and community, they tend to be politically conservative. They participate in public activities and fund-raising, visit elected officials, and work for political parties or candidates. They belong to fraternal organizations, unions, and veterans' clubs. Practical people who take pride in their homes and gardens, Rustbelt Retirees buy home furnishings and work on remodeling projects to update their houses. They watch their pennies, use coupons, and look for bargains at discount stores and warehouse clubs. They own savings bonds and certificates of deposit and hold life insurance policies. They eat out at family restaurants such as Perkins and Friendly's and watch rented movies on DVD instead of going to the theater. They also go bowling, play cards and bingo, gamble in Atlantic City, and go to horse races. They watch home improvement shows, sports events, news programs, game shows, and old reruns on TV. Favorite channels include Home & Garden Television, the Hallmark Channel, and the Weather Channel. They listen to country, oldies, and sports radio and peruse the daily newspaper.

Retirement Communities (21.5%)

With more time to spend on leisure activities and hobbies, residents play musical instruments, paint or draw, work crosswords, play bingo, or attend adult education classes. They also visit museums, attend the theater, go dancing, practice yoga, go canoeing, and play golf. They will travel to gamble in Atlantic City or to visit Disney World. They attend sports events such as golf tournaments, tennis matches, and baseball games. They spend time with their grandchildren and spoil them with toys. Politically active, these residents are "joiners" and belong to civic clubs and charitable organizations. They own stocks and bank online. They prefer to own or lease a domestic vehicle. These residents describe themselves as moderate or frequent viewers of daytime and primetime TV. They watch news programs and baseball games, tennis matches, and golf tournaments. Cable channel favorites are Bravo, truTV, ESPN news, and Travel Channel. They listen to classical and public radio. Avid readers, they regularly read daily newspapers.

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](#) 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](#), a URA Mainstreets Development Specialist, at (412) 255-6550 or visit:

http://www.ura.org/business_owners/facade_program.php



Noblestown Road business district

Contacts

Urban Redevelopment
Authority of Pittsburgh:

www.ura.org

All data from ESRI Business Analyst 2013 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: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