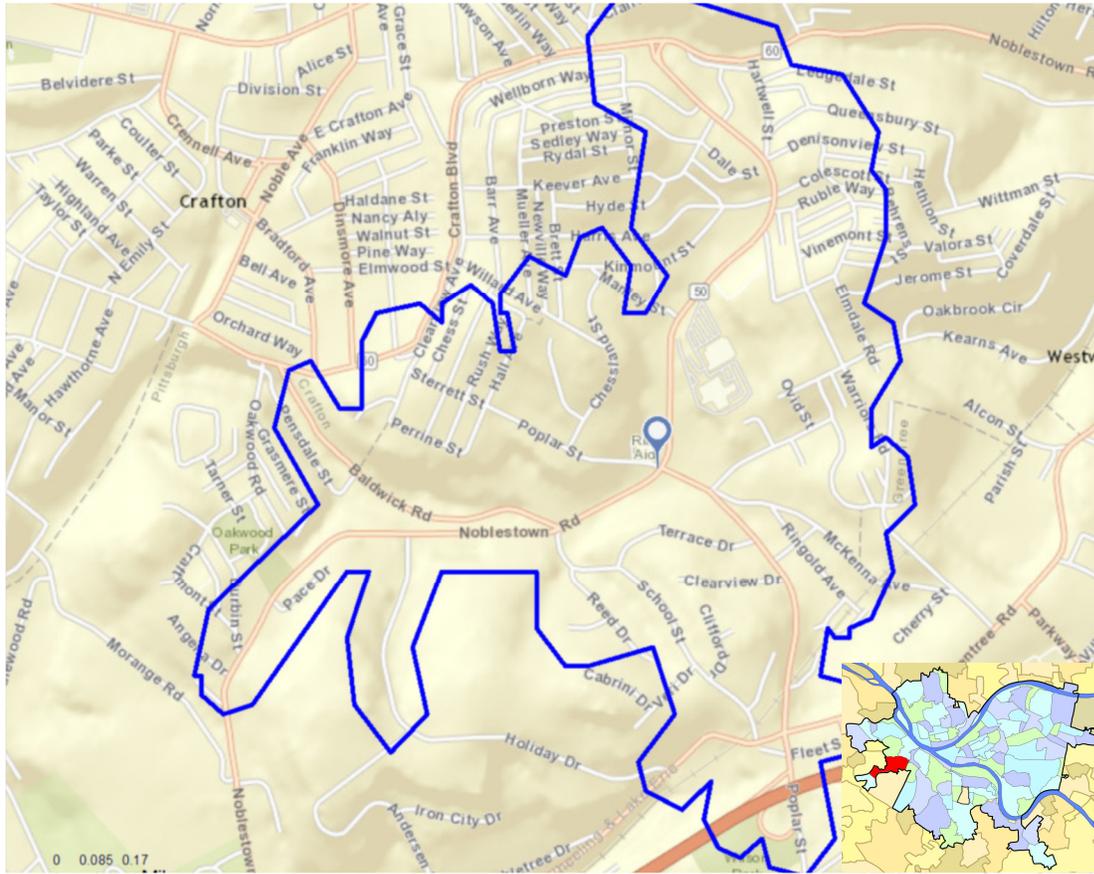


Noblestown Road Commercial District Westwood/Oakwood



2016 Business Summary (2 Minute Drive Time)

Number of Businesses:
167

Number of Employees:
2,409

Employees/Residential
Population Ratio*:
0.72:1

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

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	\$11,310,318	\$0	\$11,310,318	100.0	0
Furniture & Home Furnishing Stores	\$1,481,095	\$194,561	\$1,286,534	76.8	1
Electronics and Appliance Stores	\$2,645,510	\$4,152,737	-\$1,507,227	-22.2	2
Building Materials, Garden Equip. & Supply Stores	\$2,299,633	\$241,088	\$2,058,545	81.0	1
Food and Beverage Stores	\$9,930,608	\$5,557,123	\$4,373,485	28.2	4
Health and Personal Care Stores	\$2,289,605	\$16,929,648	-\$14,640,043	-76.2	4
Gasoline Stations	\$3,388,436	\$0	\$3,388,436	100.0	0
Clothing & Clothing Accessories Stores	\$2,460,042	\$0	\$2,460,042	100.0	0
Sporting Goods / Hobby / Music / Book Stores	\$1,528,696	\$0	\$1,528,696	100.0	0
General Merchandise Stores	\$8,253,830	\$1,497,024	\$6,756,806	69.3	1
Nonstore Retailers	\$1,688,489	\$0	\$1,688,489	100.0	0
Food Services & Drinking Places	\$5,147,915	\$6,821,706	-\$1,673,791	-14.0	13

**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	2015	2020 (Projected)	Annual Rate of Change (2015-2020)
Population	3,344	3,334	3,354	0.12%
Households	1,618	1,627	1,637	0.12%
Median Age	41.9	42.4	42.8	0.19%
% 0-9	10.1%	10.4%	10.2%	-0.38%
% 10-14	4.5%	4.6%	5.6%	4.35%
% 15-24	11.4%	8.4%	8.8%	0.95%
% 25-34	16.1%	15.4%	13.1%	-2.99%
% 35-44	12.9%	14.1%	15.6%	2.13%
% 45-54	14.5%	13.3%	12.6%	-1.05%
% 55-64	12.9%	13.7%	13.7%	0.00%
% 65+	18.5%	19.6%	20.4%	0.82%
Median Household Income	***	\$48,665	\$55,879	2.96%
Average Household Income	***	\$61,958	\$70,901	2.89%
Per Capita Income	***	\$29,594	\$34,053	3.01%
Total Housing Units	1,718	1,718	1,718	0.00%
% Owner Occupied Units	61.0%	58.2%	58.1%	-0.03%
% Renter Occupied Units	33.2%	36.6%	37.2%	0.33%
% Vacant Housing Units	5.8%	5.3%	4.7%	-2.26%
Median Home Value	***	\$139,49	\$170,918	4,51%

Traffic Count Profile	Closest Cross-Street	Count
Noblestown Rd	Guyland St	16,118
Poplar St	Clearview Dr	14,173
Baldwick Rd	Steen St	5,647
Mansfield Ave	Greentree Rd	17,798
Fleet St	Fleet St	6,979
I-279	Poplar St	9,615
Noblestown Rd	Pace Dr	8,344

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.

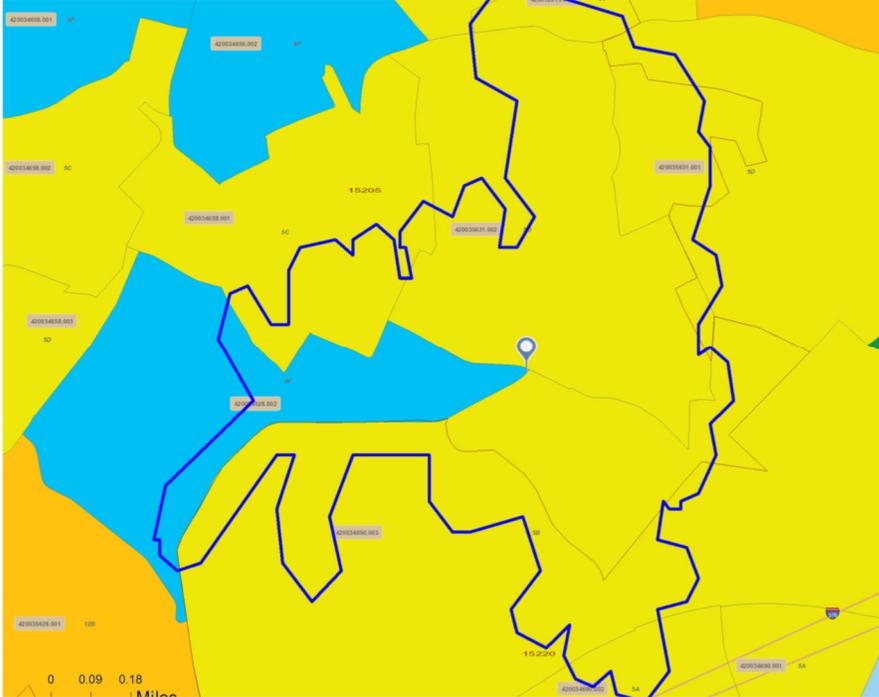
2015 Households by Disposable Income	
<\$15,000	15.0%
\$15,000—\$24,999	13.3%
\$25,000—\$34,999	15.3%
\$35,000—\$49,999	17.3%
\$50,000—\$74,999	29.2%
\$75,000—\$99,999	10.6%
\$100,000—\$149,999	7.4%
\$150,000+	2.0%
Median Disposable Income	\$39,406

Note: Disposable income is after-tax household income.

2015 Educational Attainment (Ages 25+)	
No High School Diploma	9.6%
High School Diploma or Some College	50.7%
Associates Degree	10.6%
Bachelor's Degree	19.8%
Graduate or Professional Degree	9.2%

Spending Potential Index	
Apparel and Services	82
Computers and Accessories	82
Education	83
Entertainment / Recreation	84
Food at Home	83
Food away from Home	83
Health Care	87
Household Furnishing and Equipment	83
Investment	62
Retail Goods	83
Shelter	83
TV/Video/Audio	85
Travel	83
Vehicle Maintenance & Repair	84
Total Expenditures	82

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

Rustbelt Traditions

The backbone of older industrial cities in states surrounding the Great Lakes, Rustbelt Traditions residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the work force is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. Rustbelt Traditions represents a large market of stable, hard-working consumers with modest incomes but above average net worth (Index 111). Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.

Old and Newcomers

This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support environmental causes and Starbucks. Age is not always obvious from their choices.

In Style

In Style denizens embrace an urbane lifestyle that includes support of the arts, travel, and extensive reading. They are connected and make full use of the advantages of mobile devices. Professional couples or single households without children, they have the time to focus on their homes and their interests. The population is slightly older and already planning for their retirement.

Parks and Rec

These practical suburbanites have achieved the dream of home ownership. They have purchased homes that are within their means. Their homes are older, and town homes and duplexes are not uncommon. Many of these families are two-income married couples approaching retirement age; they are comfortable in their jobs and their homes, budget wisely, but do not plan on retiring anytime soon or moving. Neighborhoods are well established, as are the amenities and programs that supported their now independent children through school and college. The appeal of these kid-friendly neighborhoods is now attracting a new generation of young couples.

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



Noblestown Road business district

Contacts

South West Pittsburgh CDC
swpcdc.wepittsburgh.com

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](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