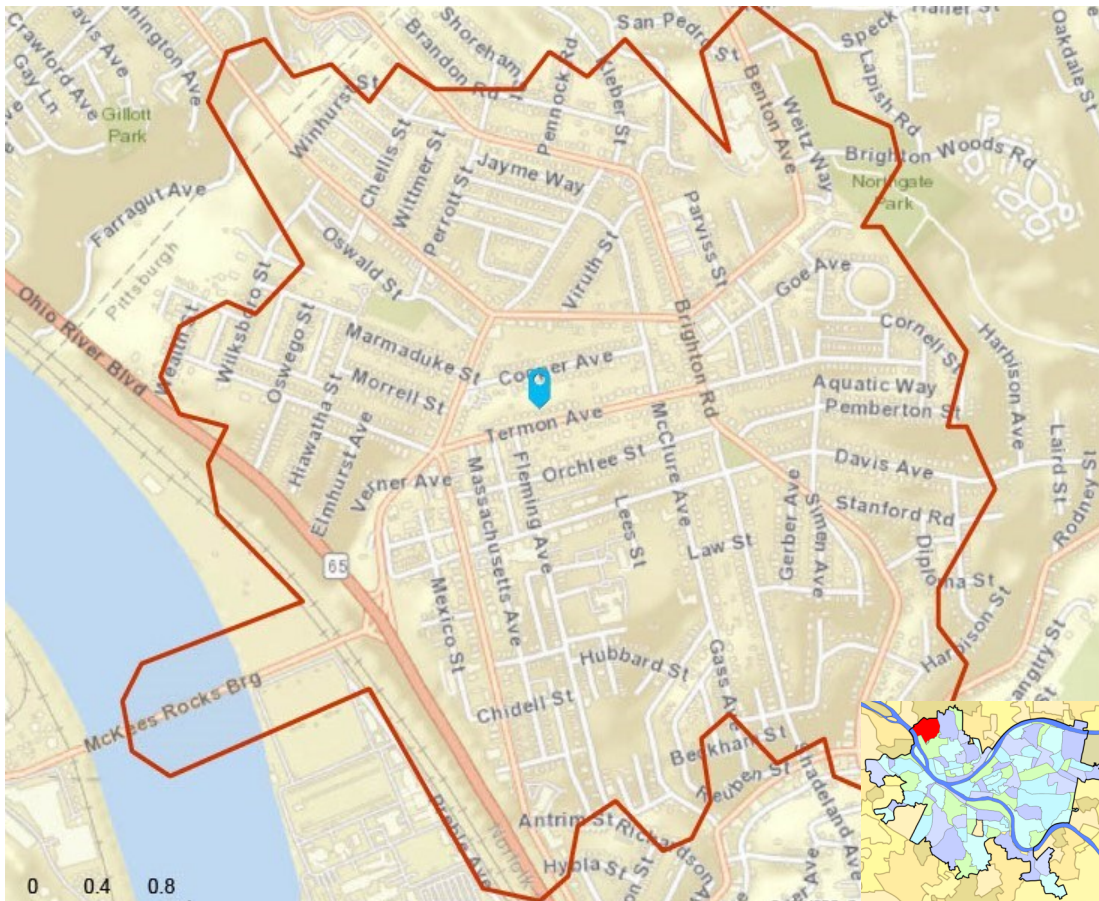


MARKET PROFILE

**Brighton Rd/California Ave Commercial Districts**

**Brighton Heights**



**2021 Business Summary  
(2 Minute Drive Time)**

Number of Businesses:  
87

Number of Employees:  
695

Employees/Residential  
Population Ratio\*:  
0.13:1

Major Commercial Industries:  
Educational Services, Eating and  
Drinking Places, Health Care & Social  
Assistance

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	\$15,664,506	\$0	\$15,664,506	100.0	0
Furniture & Home Furnishing Stores	\$2,516,213	\$6,221,042	-\$3,704,829	-42.4	1
Electronics and Appliance Stores	\$2,316,630	\$234,917	\$2,081,713	81.6	1
Building Materials, Garden Equip. & Supply Stores	\$4,706,534	\$0	\$4,706,534	100.0	0
Food and Beverage Stores	\$13,384,469	\$2,374,511	\$11,009,958	69.9	3
Health and Personal Care Stores	\$4,548,843	\$3,615,410	\$933,433	11.4	3
Gasoline Stations	\$7,309,528	\$0	\$7,309,528	100.0	0
Clothing & Clothing Accessories Stores	\$3,875,788	\$0	\$3,875,788	100.0	0
Sporting Goods / Hobby / Music / Book Stores	\$2,036,653	\$847,869	\$1,188,784	41.2	2
General Merchandise Stores	\$10,705,532	\$0	\$10,705,532	100.0	0
Nonstore Retailers	\$1,515,363	\$0	\$1,515,363	100.0	0
Food Services & Drinking Places	\$7,248,899	\$1,682,796	\$5,566,103	62.3	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.

## Brighton Rd/California Ave Commercial Districts

Demographic Data	2010	2021	2026 (Projected)
<b>Population</b>	5,684	5,383	5,281
<b>Households</b>	2,550	2,473	2,443
<b>Median Age</b>	41.1	43.2	43.9
% 0-9	11.3%	10.6%	10.6%
% 10-14	6.1%	5.7%	5.6%
% 15-24	11.5%	10.2%	10.2%
% 25-34	13.6%	12.2%	11.8%
% 35-44	12.7%	13.5%	13.4%
% 45-54	15.2%	12.2%	11.9%
% 55-64	13.6%	14.3%	12.9%
% 65+	16.1%	21.2%	23.5%
<b>Median Household Income</b>	***	\$60,757	\$67,775
<b>Average Household Income</b>	***	\$77,303	\$87,983
<b>Per Capita Income</b>	***	\$35,569	\$40,765
<b>Total Housing Units</b>	2,843	2,847	2,847
% Owner Occupied Units	56.6%	52.3%	52.8%
% Renter Occupied Units	33.1%	34.6%	33.0%
% Vacant Housing Units	10.3%	13.1%	14.2%
<b>Median Home Value</b>	***	\$148,146	\$178,294

Traffic Count Profile	Closest Cross-Street	Count
Termon Ave	Brighton Rd	1,162
Ohio River Blvd	Footbridge	35,003
Termon Ave	Fleming Ave	3,323
California Ave	Morrell St	8,474
Brighton Rd	Acacia Ln	13,772

Note: This profile measures the number of vehicles which travel through streets nearest to commercial corridor epicenter on a daily basis.

2021 Households by Disposable Income	
<\$15,000	12.9%
\$15,000—\$24,999	10.4%
\$25,000—\$34,999	8.8%
\$35,000—\$49,999	16.6%
\$50,000—\$74,999	24.7%
\$75,000—\$99,999	10.9%
\$100,000—\$149,999	12.1%
\$150,000+	3.7%
<b>Median Disposable Income</b>	\$50,870

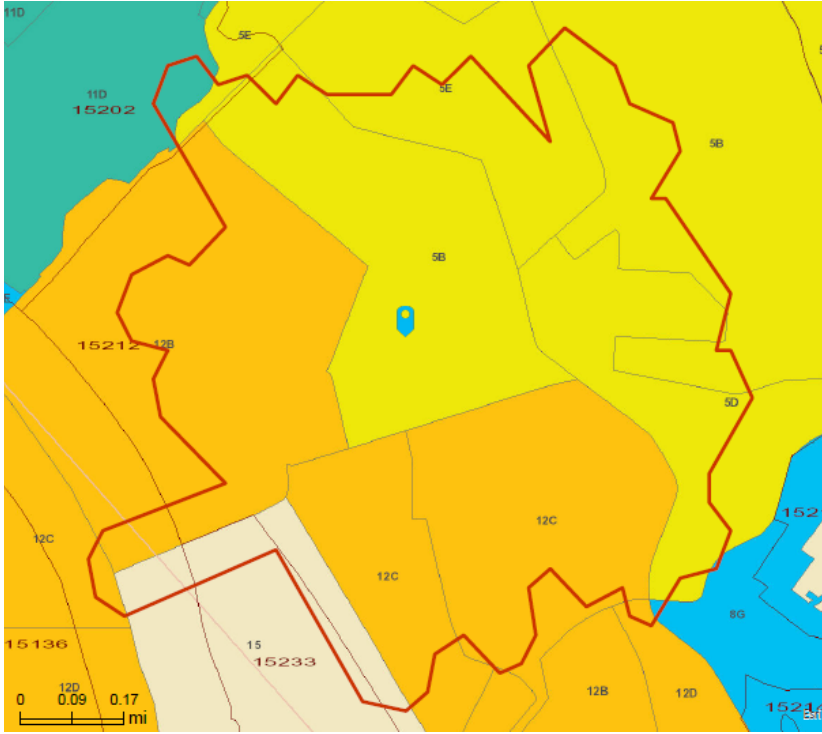
Note: Disposable income is after-tax household income.

2021 Educational Attainment (Ages 25+)	
No High School Diploma	7.2%
High School Diploma or Some College	44.2%
Associates Degree	7.9%
Bachelor's Degree	25.9%
Graduate or Professional Degree	14.9%

Spending Potential Index	
<b>Apparel and Services</b>	84
<b>Computers and Accessories</b>	N/A
<b>Education</b>	75
<b>Entertainment / Recreation</b>	88
<b>Food at Home</b>	86
<b>Food Away from Home</b>	83
<b>Health Care</b>	91
<b>Household Furnishing and Equipment</b>	85
<b>Personal Care Products and Services</b>	85
<b>Shelter</b>	81
<b>Support Payments/Cash Contributions/Gifts in Kind</b>	87
<b>Travel</b>	81
<b>Vehicle Maintenance &amp; Repairs</b>	90

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.

# Brighton Rd/California Ave Commercial Districts



## ESRI Tapestry Segmentation Area Profile

### Neighborhood Quick Facts\*

- Walk Score: 46
- Transit Score: 43
- Bike Score: 44

\* 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

#### 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.

#### Small Town Simplicity

Small Town Simplicity includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semirural, with television for entertainment and news, and emphasis on convenience for both young parents and senior citizens. Residents embark on pursuits including online computer games, renting movies, indoor gardening, and rural activities like hunting and fishing. Residents keep their finances simple—paying bills in person and avoiding debt.

#### 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.

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: <https://doc.arcgis.com/en/esri-demographics/data/tapestry-segmentation.htm>.**

# Brighton Rd/California Ave Commercial Districts

## Brighton Heights Neighborhood

# URA Small Business Resources

No matter what your business needs, we are here to help.

The URA is committed to supporting Pittsburgh's next generation of creators, thinkers, innovators, and inventors by fostering new entrepreneurship and business expansion. We do this through a variety of business financing programs for small- and medium-sized business development and commercial real estate development. These are gap financing products work in conjunction with private equity and private debt to help your business close the financing for your business growth and expansion.

Our team also works with a large network of technical assistance providers and partners to help your business start, improve, and grow. Whether your business is considering a move to Pittsburgh, building a new facility to accommodate expansion, seeking working capital to underwrite growth, purchasing or leasing new equipment, or all of the above, we're here to help.

For more information on any these programs, please contact Lynnette Morris at [lmorris@ura.org](mailto:lmorris@ura.org) or visit us at [www.ura.org/pages/businesses-entrepreneurs](http://www.ura.org/pages/businesses-entrepreneurs).



## Contacts

Brighton Heights Citizens' Federation:  
[www.brightonheights.org](http://www.brightonheights.org)

Urban Redevelopment Authority of Pittsburgh:  
[www.ura.org](http://www.ura.org)

All data from ESRI Business Analyst 2018 unless otherwise noted. <sup>1</sup>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 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).