

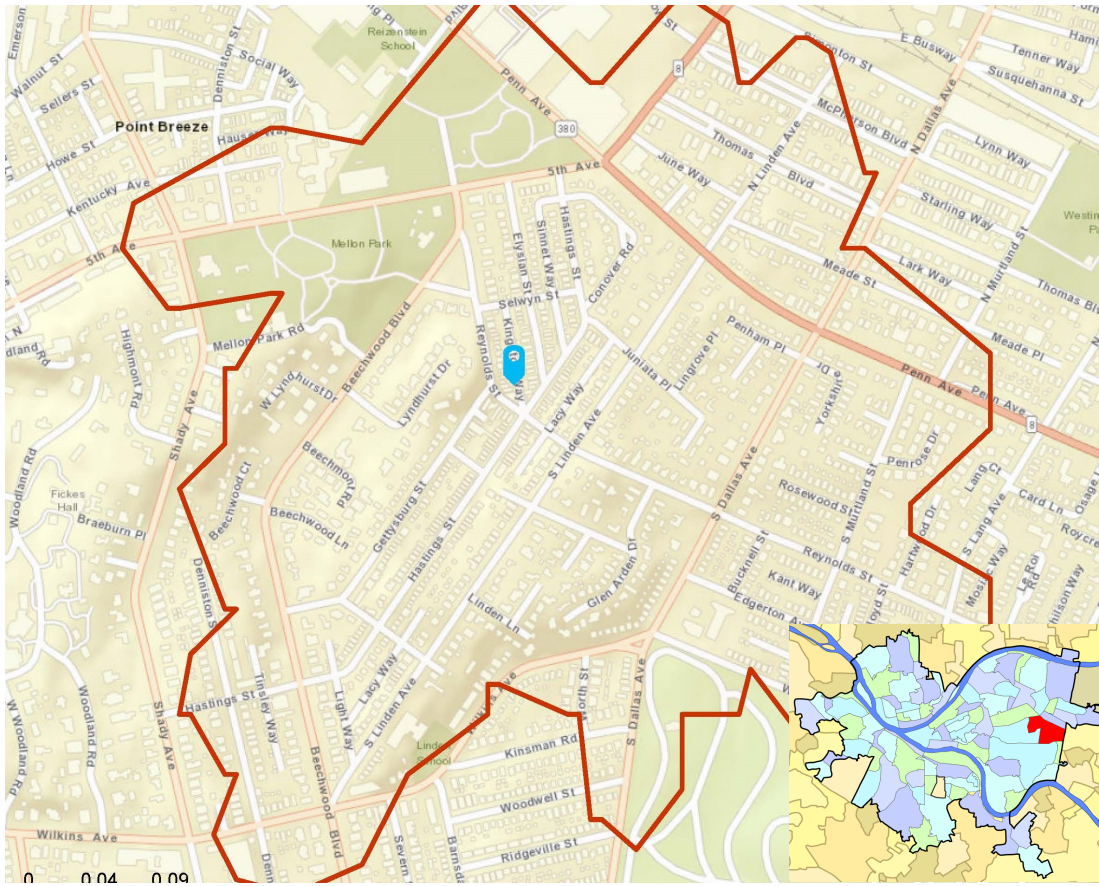
MARKET PROFILE

Point Breeze Commercial Area

Point Breeze



Urban
Redevelopment
Authority
of Pittsburgh



2021 Business Summary (2 Minute Drive Time)

Number of Businesses:
74

Number of Employees:
585

Employees/Residential
Population Ratio*:
0.17:1

Major Commercial Industries:
Health Services, Education
Institutions & Libraries,
Educational Services

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	\$19,515,732	\$0	\$19,515,732	100.0	0
Furniture & Home Furnishing Stores	\$3,545,404	\$0	\$3,545,404	100.0	0
Electronics and Appliance Stores	\$3,357,407	\$0	\$3,357,407	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$6,039,801	\$0	\$6,039,801	100.0	0
Food and Beverage Stores	\$17,560,780	\$0	\$17,560,780	100.0	0
Health and Personal Care Stores	\$5,755,704	\$0	\$5,755,704	100.0	0
Gasoline Stations	\$9,019,659	\$0	\$9,019,659	100.0	0
Clothing & Clothing Accessories Stores	\$5,874,006	\$0	\$5,874,006	100.0	0
Sporting Goods / Hobby / Music / Book Stores	\$2,911,529	\$173,727	\$2,737,802	88.7	1
General Merchandise Stores	\$14,677,019	\$0	\$14,677,019	100.0	0
Nonstore Retailers	\$2,005,885	\$0	\$2,005,885	100.0	0
Food Services & Drinking Places	\$10,505,283	\$3,373,397	\$7,131,886	51.4	4

** 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.

Point Breeze Commercial Area

Demographic Data	2010	2021	2026 (Projected)
Population	3,590	3,510	3,481
Households	1,620	1,611	1,609
Median Age	41.3	43.0	43.1
% 0-9	11.3%	10.4%	10.6%
% 10-14	5.4%	5.2%	4.9%
% 15-24	10.1%	9.8%	9.0%
% 25-34	14.7%	12.9%	13.8%
% 35-44	13.3%	14.2%	14.3%
% 45-54	14.1%	12.3%	12.2%
% 55-64	15.8%	14.6%	13.1%
% 65+	15.2%	20.6%	21.9%
Median Household Income	***	\$108,491	\$118,770
Average Household Income	***	\$166,034	\$181,438
Per Capita Income	***	\$75,709	\$83,339
Total Housing Units	1,716	1,729	1,738
% Owner Occupied Units	63.2%	59.7%	59.7%
% Renter Occupied Units	31.2%	33.5%	32.9%
% Vacant Housing Units	5.6%	6.8%	7.4%
Median Home Value	***	\$444,273	\$473,872

Traffic Count Profile	Closest Cross-Street	Count
S Dallas Ave	Reynolds St	6,808
5th Ave	Elysian St	22,276
Penn Ave	S Linden Ave	23,731
Penn Ave	5th Ave	16,121
5th Ave	Simonton St	8,870

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	4.8%
\$15,000—\$24,999	6.6%
\$25,000—\$34,999	5.0%
\$35,000—\$49,999	8.4%
\$50,000—\$74,999	19.4%
\$75,000—\$99,999	11.6%
\$100,000—\$149,999	18.2%
\$150,000+	26.0%
Median Disposable Income	\$86,014

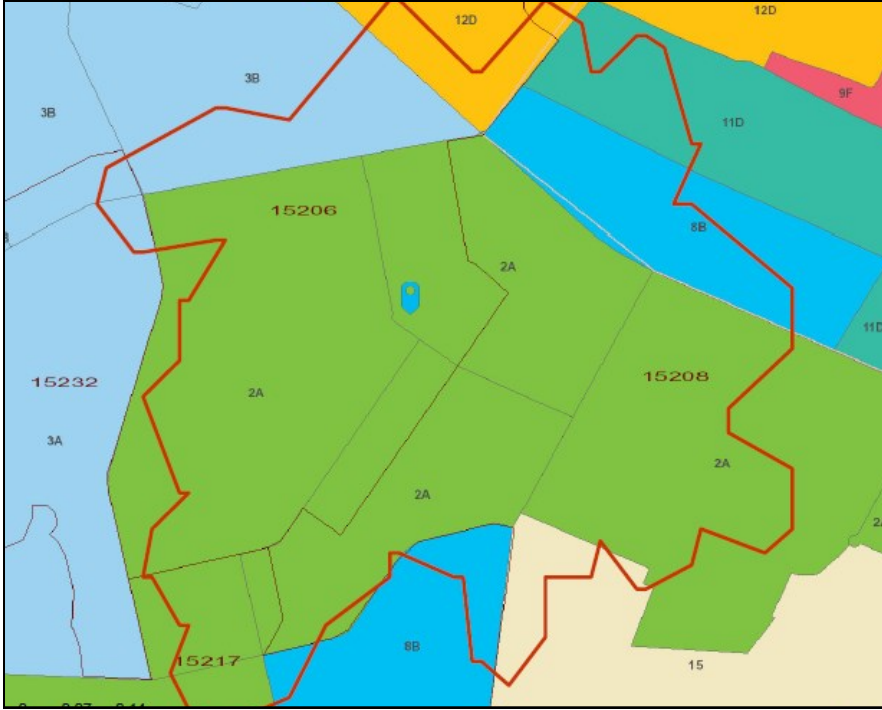
Note: Disposable income is after-tax household income.

2026 Educational Attainment (Ages 25+)	
No High School Diploma	0.6%
High School Diploma or Some College	10.4%
Associates Degree	4.0%
Bachelor's Degree	25.1%
Graduate or Professional Degree	59.9%

Spending Potential Index	
Apparel and Services	173
Computers and Accessories	N/A
Education	202
Entertainment / Recreation	173
Food at Home	168
Food Away from Home	176
Health Care	161
Household Furnishing and Equipment	174
Personal Care Products and Services	174
Shelter	186
Support Payments/Cash Contributions/Gifts in Kind	176
Travel	188
Vehicle Maintenance & Repair	165

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.

Point Breeze Commercial Area



ESRI Tapestry Segmentation Area Profile

Neighborhood Quick Facts*

- Walk Score: 67
- Transit Score: 61
- Bike Score: 84

* 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

Urban Chic

Urban Chic residents are professionals that live a sophisticated, exclusive lifestyle. Half of all households are occupied by married-couple families and about 30% are singles. These are busy, well-connected, and well-educated consumers—avid readers and moviegoers, environmentally active, and financially stable. This market is a bit older, with a median age of almost 43 years, and growing slowly, but steadily.

Emerald City

Emerald City's denizens live in lower-density neighborhoods of urban areas throughout the country. Young and mobile, they are more likely to rent. Half have a college degree and a professional occupation. Incomes close to the US median income primarily from wages, investments, and self-employment. This group is highly connected, using the Internet for entertainment and making environmentally friendly purchases. Long hours on the Internet are balanced with time at the gym. Many embrace the "foodie" culture and enjoy cooking adventurous meals using local and organic foods. Music and art are major sources of enjoyment. They travel frequently, both abroad and domestically.

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 are 20 to 34 years old, and a large portion are single person nonfamily households. Although many residents live alone, they preserve close connections with their families. 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.

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>.

Point Breeze Commercial District

Point Breeze 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 or visit us at www.ura.org/pages/businesses-entrepreneurs.



Contacts

Point Breeze Organization:
www.pointbreezepgh.org

Urban Redevelopment Authority of
Pittsburgh:
www.ura.org

All data from ESRI Business Analyst 2018 unless otherwise noted. ¹Data 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.
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.