MARKET PROFILE
Frankstown and N. Homewood Commercial District
Homewood
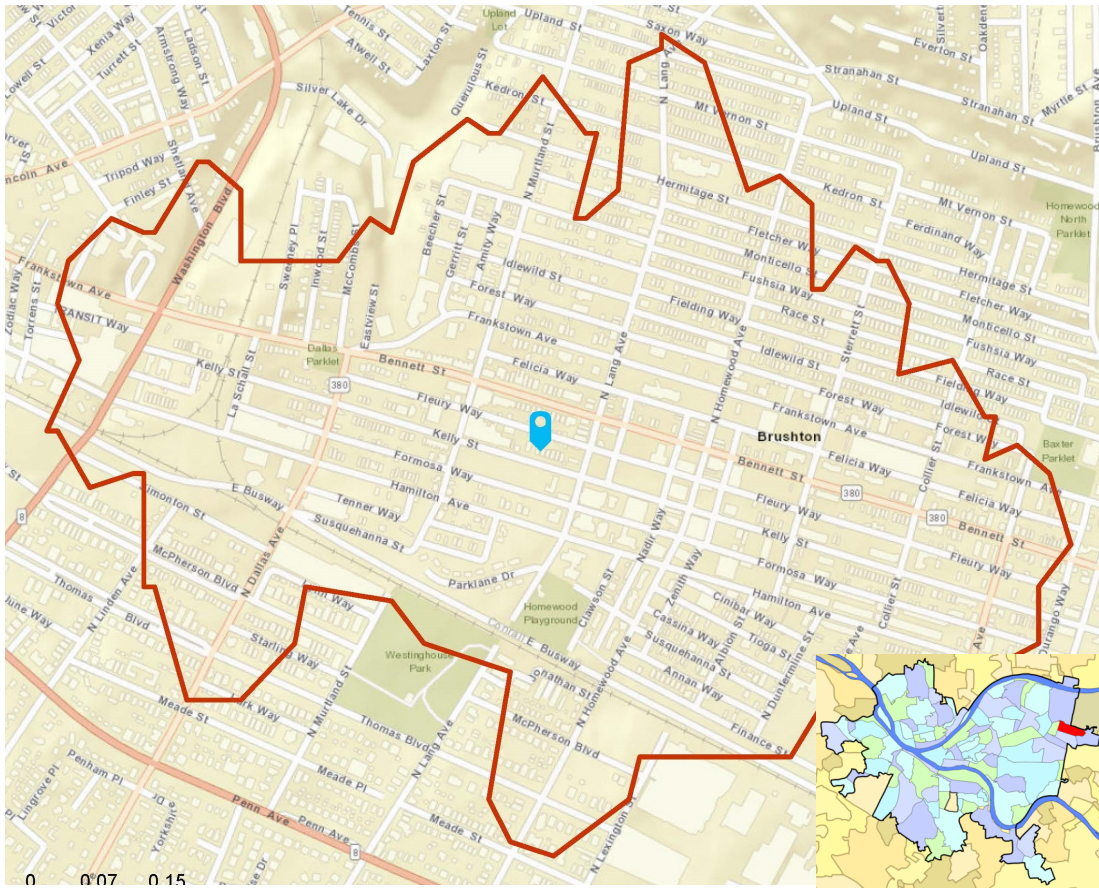
ura

Urban
Redevelopment
Authority
of Pittsburgh

Marketplace Profile**	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	$5,888,043	$3,029,861	$2,858,182	32.0	4
Furniture & Home Furnishing Stores	$966,713	$0	$966,713	100.0	0
Electronics and Appliance Stores	$911,201	$975,311	-$64,110	-3.4	1
Building Materials, Garden Equip. & Supply Stores	$1,527,531	$437,743	$1,089,788	55.5	1
Food and Beverage Stores	$5,481,716	$3,186,578	$2,295,138	26.5	3
Health and Personal Care Stores	$1,793,343	$0	$1,793,343	100.0	0
Gasoline Stations	$2,918,650	$0	$2,918,650	100.0	0
Clothing & Clothing Accessories Stores	$1,549,192	$3,230,229	-$1,681,037	-35.2	1
Sporting Goods / Hobby / Music / Book Stores	$796,893	$838,452	-$41,559	-2.5	1
General Merchandise Stores	$4,245,104	$0	$4,245,104	100.0	0
Nonstore Retailers	$572,554	$0	$572,554	100.0	0
Food Services & Drinking Places	$2,874,930	$2,353,487	$521,443	10.0	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.

Frankstown and N. Homewood Commercial District

Demographic Data	2010	2021	2026 (Projected)
Population	3,601	3,405	3,336
Households	1,658	1,604	1,582
Median Age	42.0	43.5	44.1
% 0-9	11.7%	10.8%	10.5%
% 10-14	6.1%	5.2%	5.1%
% 15-24	14.9%	12.6%	11.5%
% 25-34	10.3%	12.5%	13.1%
% 35-44	10.5%	10.4%	10.9%
% 45-54	13.9%	10.6%	10.3%
% 55-64	12.9%	13.7%	12.6%
% 65+	19.8%	24.3%	26.1%
Median Household Income	***	$25,226	$26,949
Average Household Income	***	$43,702	$48,147
Per Capita Income	***	$21,154	$23,454
Total Housing Units	2,180	2,200	2,205
% Owner Occupied Units	30.5%	26.9%	27.0%
% Renter Occupied Units	45.6%	46.0%	44.8%
% Vacant Housing Units	23.9%	27.1%	28.3%
Median Home Value	***	$80,592	$97,826

Traffic Count Profile	Closest Cross-Street	Count
N Lang Ave	Formosa Way	2,062
Bennett St	N Lang Ave	4,394
Hamilton Avenue	Novelty St	5,561
Hamilton Ave	Clawson St	5,750
Frankstown Ave	Gerritt St	6,792
N Homewood Ave	Cassina Way	2,958
North Homewood Avenue	N Homewood Ave	2,861
N Dallas Ave	Simonton St	5,123

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	35.0%
$15,000—$24,999	21.1%
$25,000—$34,999	10.4%
$35,000—$49,999	11.2%
$50,000—$74,999	12.6%
$75,000—$99,999	4.6%
$100,000—$149,999	3.4%
$150,000+	1.8%
Median Disposable Income	$21,131

Note: Disposable income is after-tax household income.

Spending Potential Index	
Apparel and Services	50
Computers and Accessories	N/A
Education	45
Entertainment / Recreation	47
Food at Home	51
Food Away from Home	49
Health Care	50
Household Furnishing and Equipment	47
Personal Care Products and Services	50
Shelter	49
Support Payments/Cash Contributions/Gifts in Kind	44
Travel	43
Vehicle Maintenance & Repair	51

1.8%
1.8%

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.

2021 Educational Attainment (Ages 25+)	
No High School Diploma	14.0%
High School Diploma or Some College	57.6%
Associates Degree	7.7%
Bachelor's Degree	13.5%
Graduate or Professional Degree	7.4%

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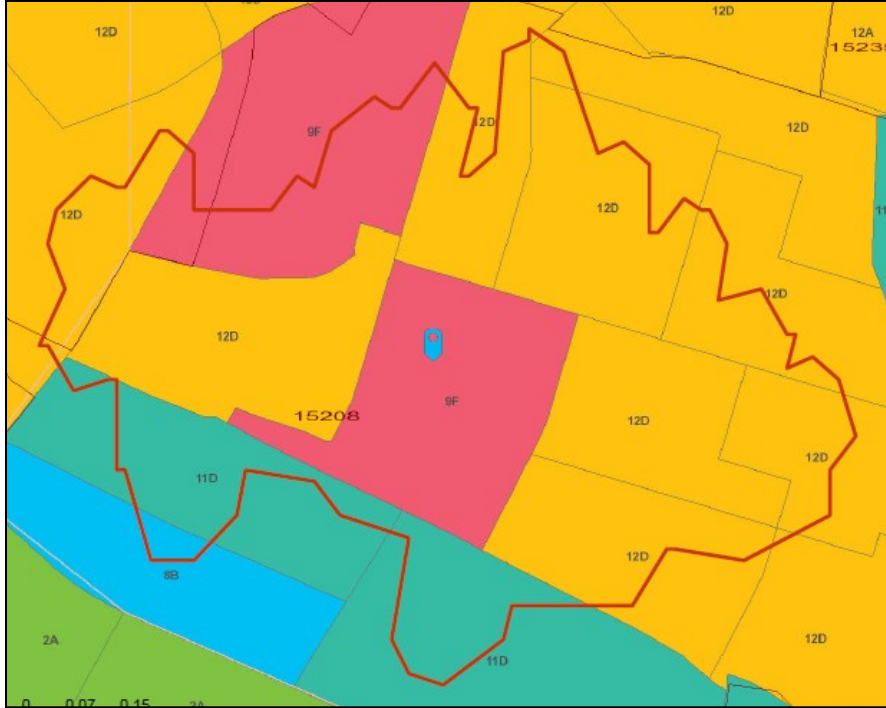
ESRI Tapestry Segmentation Area Profile

Neighborhood Quick Facts*

- Walk Score: 59

- Transit Score: 57

- Bike Score: 51

* 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

Modest Income Homes

Families in this urban segment may be nontraditional; however, their religious faith and family values guide their modest lifestyles. Many residents are primary caregivers to their elderly family members. Jobs are not always easy to come by, but wages and salary income are still the main sources of income for most households. Reliance on Social Security and public assistance income is necessary to support single-parent and multigenerational families. High poverty rates in this market make it difficult to make ends meet. Rents are relatively low (Index 70), public transportation is available, and Medicaid can assist families in need.

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.

Social Security Set

Social Security Set is an older market located in metropolitan cities across the country. One-fourth of householders here are aged 65 or older and dependent on low, fixed incomes, primarily Social Security. In the aftermath of the Great Recession, early retirement is now a dream for many approaching the retirement age; wages and salary income in this market are still earned. Residents live alone in low-rent, high-rise buildings, located in or close to business districts that attract heavy daytime traffic. But they enjoy the hustle and bustle of life in the heart of the city, with the added benefit of access to hospitals, community centers, and public transportation.

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.**

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

Homewood-Brushton Business Association:
www.ubaninnovation21.org

Operation Better Block:
www.obbinc.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.

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