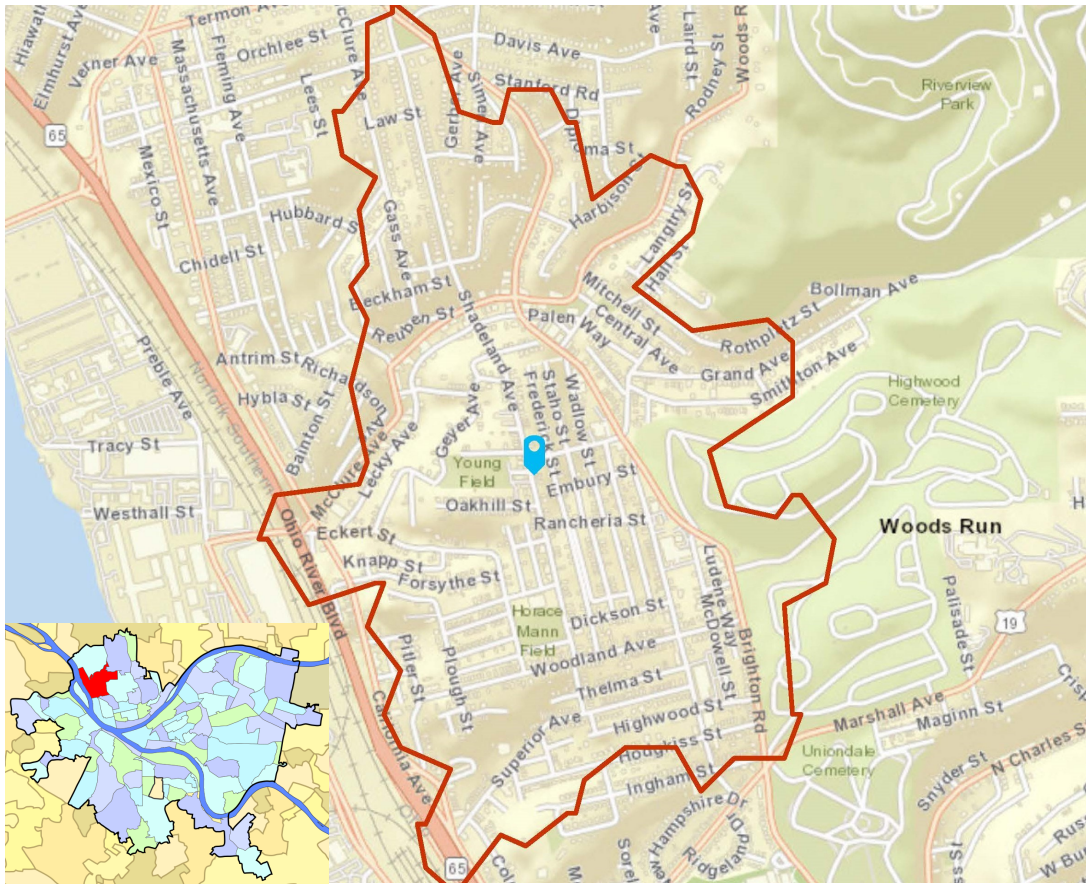


MARKET PROFILE

Brighton Road Commercial District Marshall-Shadeland/Brightwood



Urban
Redevelopment
Authority
of Pittsburgh



2021 Business Summary (2 Minute Drive Time)

Number of Businesses:
69

Number of Employees:
494

Employees/Residential
Population Ratio*:
0.13:1

Major Commercial Industries:
Food Stores, Automotive
Services, Eating & 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	\$7,919,053	\$926,072	\$6,992,981	79.1	1
Furniture & Home Furnishing Stores	\$1,250,845	\$0	\$1,250,845	100.0	0
Electronics and Appliance Stores	\$1,150,415	\$161,505	\$988,910	75.4	1
Building Materials, Garden Equip. & Supply Stores	\$2,243,633	\$0	\$2,243,633	100.0	0
Food and Beverage Stores	\$6,841,465	\$18,432,872	-\$11,591,407	-45.9	7
Health and Personal Care Stores	\$2,295,362	\$942,483	\$1,352,879	41.8	1
Gasoline Stations	\$3,780,880	\$0	\$3,780,880	100.0	0
Clothing & Clothing Accessories Stores	\$1,903,957	\$0	\$1,903,957	100.0	0
Sporting Goods / Hobby / Music / Book Stores	\$1,008,652	\$0	\$1,008,652	100.0	0
General Merchandise Stores	\$5,373,012	\$0	\$5,373,012	100.0	0
Nonstore Retailers	\$745,701	\$0	\$745,701	100.0	0
Food Services & Drinking Places	\$3,577,537	\$1,706,835	\$1,870,702	35.4	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 Road/Brightwood Commercial District

Demographic Data	2010	2021	2026 (Projected)
Population	3,908	3,713	3,646
Households	1,689	1,646	1,629
Median Age	39.2	41.5	42.6
% 0-9	11.5%	11.0%	11.1%
% 10-14	7.1%	5.3%	5.8%
% 15-24	13.3%	11.5%	10.5%
% 25-34	12.9%	13.6%	13.0%
% 35-44	12.4%	12.6%	12.9%
% 45-54	15.8%	12.4%	12.3%
% 55-64	13.9%	15.1%	13.0%
% 65+	13.2%	18.4%	21.4%
Median Household Income	***	\$50,276	\$53,207
Average Household Income	***	\$59,374	\$66,629
Per Capita Income	***	\$26,706	\$30,222
Total Housing Units	2,071	2,073	2,073
% Owner Occupied Units	48.3%	44.3%	44.6%
% Renter Occupied Units	33.2%	35.1%	34.0%
% Vacant Housing Units	18.4%	20.6%	21.4.1%
Median Home Value	***	\$70,673	\$79,167

Traffic Count Profile	Closest Cross-Street	Count
Casement St	Hartman St	808
Shadeland Ave	Ctright St	1,714
Brighton Rd	McDowell St	8,051
McClure Ave	Malden St	2,342
Eckert St	Ohio River Blvd	3,386
Woods Run Ave	Dyer St	4,239
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	16.8%
\$15,000—\$24,999	12.6%
\$25,000—\$34,999	12.5%
\$35,000—\$49,999	19.9%
\$50,000—\$74,999	24.6%
\$75,000—\$99,999	7.0%
\$100,000—\$149,999	4.8%
\$150,000+	1.8%
Median Disposable Income	\$39,787

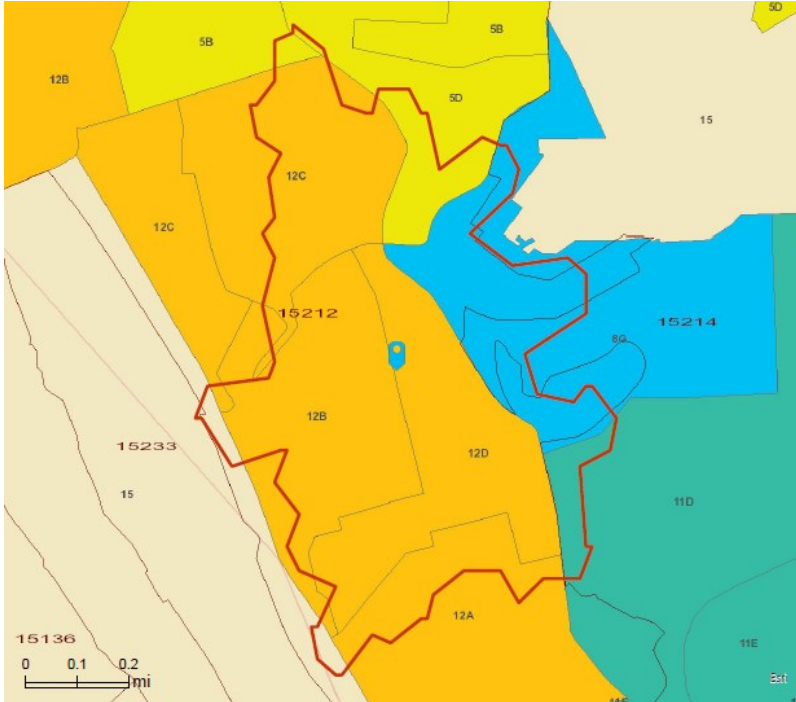
Note: Disposable income is after-tax household income.

2021 Educational Attainment (Ages 25+)	
No High School Diploma	10.2%
High School Diploma or Some College	53.7%
Associates Degree	12.7%
Bachelor's Degree	16.4%
Graduate or Professional Degree	7.0%

Spending Potential Index	
Apparel and Services	67
Computers and Accessories	N/A
Education	56
Entertainment / Recreation	67
Food at Home	68
Food Away from Home	65
Health Care	71
Household Furnishing and Equipment	65
Personal Care Products and Services	67
Shelter	63
Support Payments/Cash Contributions/Gifts in Kind	62
Travel	60
Vehicle Maintenance & Repair	70

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 Road/Brightwood Commercial District



ESRI Tapestry Segmentation Area Profile

Neighborhood Quick Facts*

- Walk Score: 67
- Transit Score: 43
- Bike Score: 45

* 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.

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.

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.

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 Road Commercial District

Marshall-Shadeland/Brightwood 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

Northside Leadership Conference:
www.pittsburghnorthside.com

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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