

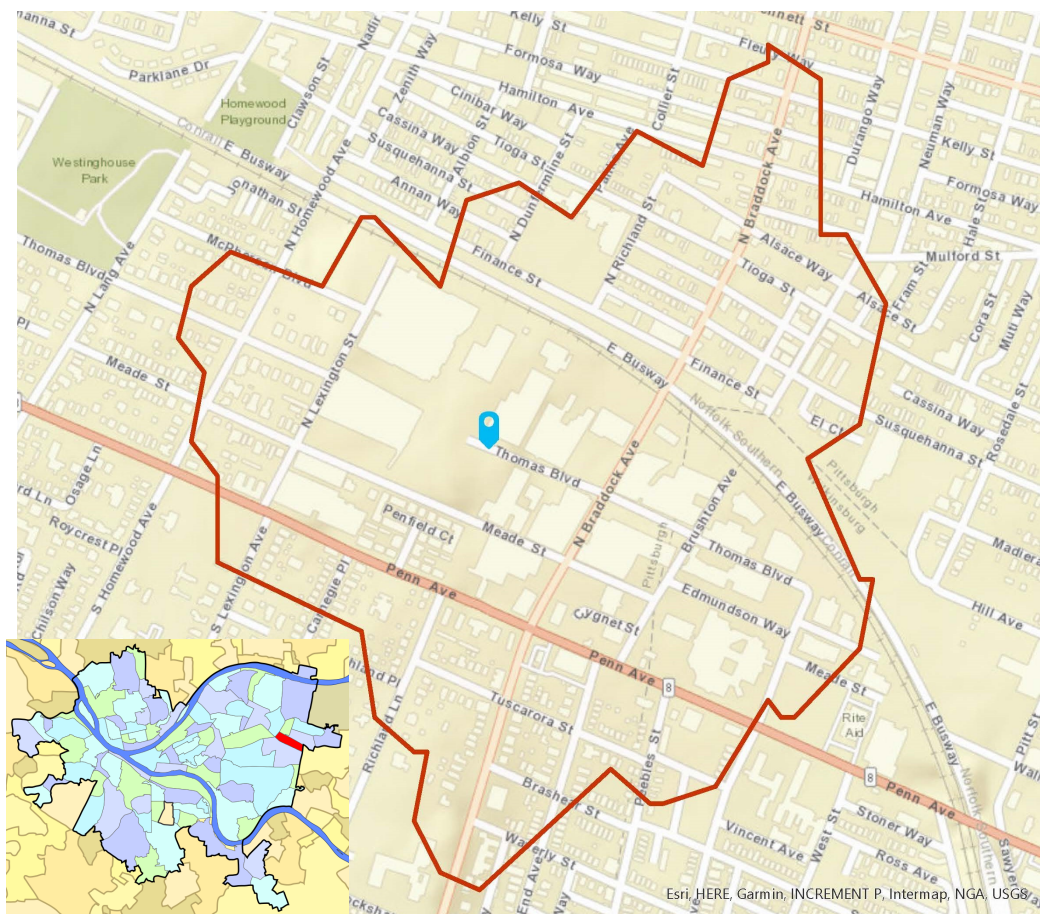
MARKET PROFILE

Penn Avenue Commercial Area

North Point Breeze



Urban
Redevelopment
Authority
of Pittsburgh



2021 Business Summary (2 Minute Drive Time)

Number of Businesses:
107

Number of Employees:
1,682

Employees/Residential
Population Ratio*:
1.54:1

Major Commercial Industries:
Health Services, 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	\$3,243,367	\$4,294,637	-\$1,051,270	-13.9	2
Furniture & Home Furnishing Stores	\$558,017	\$0	\$558,017	100.0	0
Electronics and Appliance Stores	\$529,503	\$0	\$529,503	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$904,467	\$342,924	\$561,543	45.0	1
Food and Beverage Stores	\$2,943,807	\$16,608,000	-\$13,664,193	-69.9	2
Health and Personal Care Stores	\$949,303	\$1,790,922	-\$841,619	-30.7	1
Gasoline Stations	\$1,554,104	\$7,422,123	-\$5,868,019	-65.4	1
Clothing & Clothing Accessories Stores	\$913,733	\$0	\$913,733	100.0	0
Sporting Goods / Hobby / Music / Book Stores	\$462,838	\$1,256,710	-\$793,872	-46.2	2
General Merchandise Stores	\$2,381,573	\$1,233,342	\$1,148,231	31.8	1
Nonstore Retailers	\$319,825	\$81,418,746	-\$81,098,921	-99.2	1
Food Services & Drinking Places	\$1,669,974	\$3,472,378	-\$1,802,404	-35.1	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.

Penn Avenue/North Point Breeze Commercial Area

Demographic Data	2010	2021	2026 (Projected)
Population	1,134	1,094	1,083
Households	571	568	567
Median Age	38.3	40.7	41.5
% 0-9	11.1%	10.4%	10.3%
% 10-14	5.7%	4.8%	4.4%
% 15-24	13.0%	12.5%	12.3%
% 25-34	15.6%	14.2%	13.9%
% 35-44	12.8%	13.3%	13.8%
% 45-54	14.9%	12.4%	12.6%
% 55-64	14.5%	13.4%	11.6%
% 65+	12.4%	18.9%	21.1%
Median Household Income	***	\$54,529	\$57,977
Average Household Income	***	\$76,277	\$85,073
Per Capita Income	***	\$34,586	\$38,808
Total Housing Units	702	713	718
% Owner Occupied Units	34.6%	31.7%	31.9%
% Renter Occupied Units	46.7%	48.0%	46.9%
% Vacant Housing Units	18.7%	20.3%	21.0%
Median Home Value	***	\$259,167	\$290,000

Traffic Count Profile	Closest Cross-Street	Count
Penn Avenue	E End Ave	18,666
Penn Ave	S Lexington Ave	24,113
North Braddock Avenue	Annan Way	11,280
Penn Ave	Peebles St	19,298
N Braddock Ave	Tioga St	11,787
S Braddock Ave	Waverly St	12,727

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.

2021 Households by Disposable Income	
<\$15,000	23.2%
\$15,000—\$24,999	10.0%
\$25,000—\$34,999	7.6%
\$35,000—\$49,999	13.6%
\$50,000—\$74,999	21.0%
\$75,000—\$99,999	9.3%
\$100,000—\$149,999	9.9%
\$150,000+	5.6%
Median Disposable Income	\$44,177

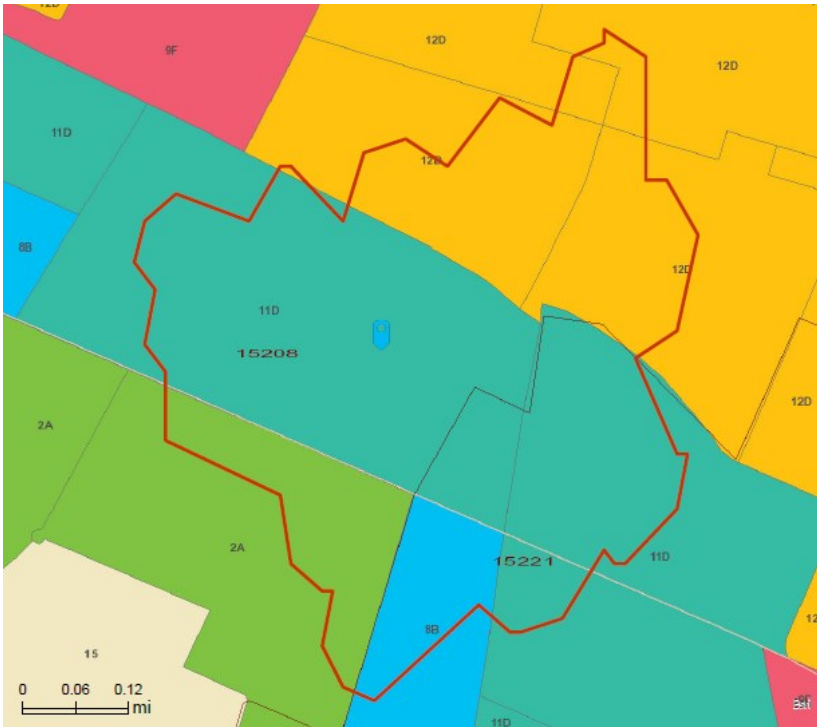
Note: Disposable income is after-tax household income.

2021 Educational Attainment (Ages 25+)	
No High School Diploma	8.0%
High School Diploma or Some College	29.7%
Associates Degree	5.6%
Bachelor's Degree	32.4%
Graduate or Professional Degree	24.4%

Spending Potential Index	
Apparel and Services	86
Computers and Accessories	N/A
Education	84
Entertainment / Recreation	82
Food at Home	84
Food Away from Home	85
Health Care	82
Household Furnishing and Equipment	82
Personal Care Products and Services	85
Shelter	85
Support Payments/Cash Contributions/Gifts in Kind	80
Travel	80
Vehicle Maintenance & Repair	86

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.

Penn Avenue/North Point Breeze Commercial Area



ESRI Tapestry Segmentation Area Profile

Neighborhood Quick Facts*

- Walk Score: 75
- Walk Score: 62
- Walk Score: 90

* 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

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.

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.

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.

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>.

Penn Avenue Commercial District

North 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

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.