

MARKET PROFILE

Broadway Avenue Commercial District

Beechview



Urban
Redevelopment
Authority
of Pittsburgh



2019 Business Summary (2 Minute Drive Time)

Number of Businesses:
77

Number of Employees:
521

Employees/Residential
Population Ratio*:
0.15:1

Major Commercial Industries:
General Merchandise Stores, Food
Services & Drinking Places, Food
Stores

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	\$7,205,030	\$40,967,601	-\$33,762,571	-70.1	6
Furniture & Home Furnishing Stores	\$1,161,187	\$0	\$1,161,187	100.0	0
Electronics and Appliance Stores	\$1,087,826	\$0	\$1,087,826	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$2,003,016	\$1,407,615	\$595,401	17.5	1
Food and Beverage Stores	\$6,378,387	\$3,744,397	\$2,633,990	26.0	3
Health and Personal Care Stores	\$2,084,358	\$0	\$2,084,358	100.0	0
Gasoline Stations	\$3,463,762	\$1,622,469	\$1,841,293	36.2	1
Clothing & Clothing Accessories Stores	\$1,823,954	\$0	\$1,823,954	100.0	0
Sporting Goods / Hobby / Music / Book Stores	\$963,850	\$0	\$963,850	100.0	0
General Merchandise Stores	\$5,057,431	\$968,600	\$4,088,831	67.9	1
Nonstore Retailers	\$693,758	\$0	\$693,758	100.0	0
Food Services & Drinking Places	\$3,412,047	\$1,208,830	\$2,203,217	47.7	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.

Broadway Avenue Commercial District

Demographic Data	2010	2019	2023 (Projected)
Population	3,363	3,425	3,446
Households	1,411	1,444	1,455
Median Age	34.5	36.9	38.3
% 0-9	12.4%	11.2%	11.2%
% 10-14	5.1%	5.3%	5.1%
% 15-24	14.4%	11.9%	12.1%
% 25-34	19.0%	18.5%	16.2%
% 35-44	12.1%	14.3%	15.1%
% 45-54	14.2%	12.1%	12.2%
% 55-64	11.3%	12.5%	11.8%
% 65+	11.6%	14.3%	16.2%
Median Household Income	***	\$43,587	\$49,016
Average Household Income	***	\$54,602	\$62,288
Per Capita Income	***	\$23,214	\$26,520
Total Housing Units	1,646	1,663	1,663
% Owner Occupied Units	49.3%	46.2%	47.2%
% Renter Occupied Units	36.5%	40.6%	40.3%
% Vacant Housing Units	14.3%	13.2%	12.5%
Median Home Value	***	\$77,679	\$81,931

Traffic Count Profile	Closest Cross-Street	Count
Broadway Ave	Coast Ave	2,044*
Broadway Ave	Crosby Ave	2,669

Note: This profile measures the number of vehicles which travel through streets nearest to commercial corridor epicenter on a daily basis. All counts from 2015 unless otherwise noted.
*Count from 2009

2019 Households by Disposable Income	
<\$15,000	17.0%
\$15,000—\$24,999	16.3%
\$25,000—\$34,999	14.5%
\$35,000—\$49,999	19.3%
\$50,000—\$74,999	19.6%
\$75,000—\$99,999	6.9%
\$100,000—\$149,999	5.7%
\$150,000+	.8%
Median Disposable Income	\$36,178

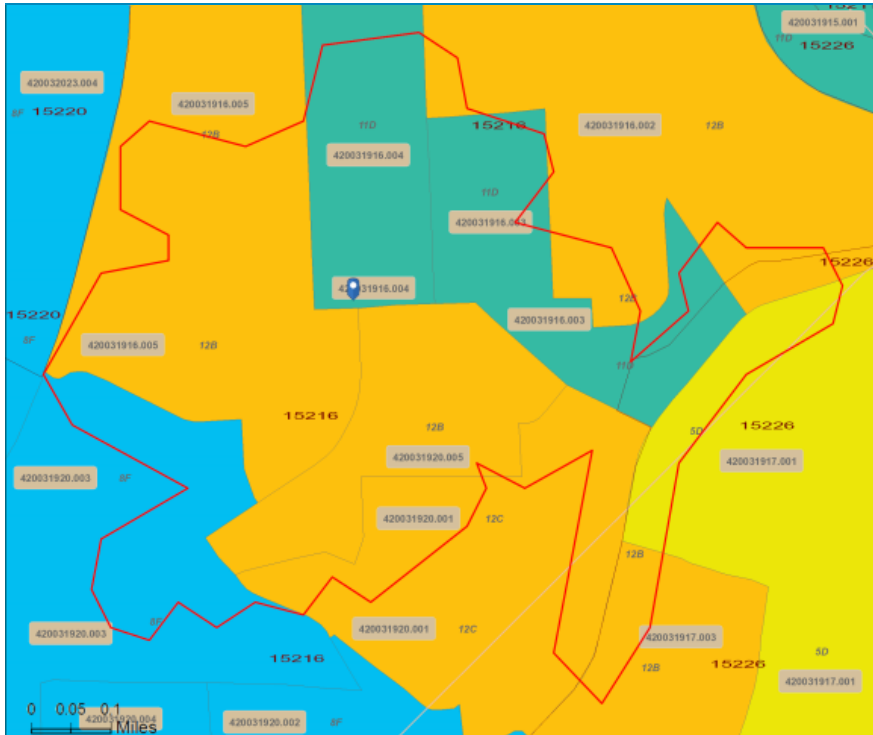
Note: Disposable income is after-tax household income.

2018 Educational Attainment (Ages 25+)	
No High School Diploma	8.3%
High School Diploma or Some College	49.0%
Associates Degree	12.4%
Bachelor's Degree	22.1%
Graduate or Professional Degree	8.3%

Spending Potential Index	
Apparel and Services	63
Computers and Accessories	63
Education	64
Entertainment / Recreation	64
Food at Home	67
Food Away from Home	65
Health Care	64
Household Furnishing and Equipment	64
Personal Care Products and Services	63
Shelter	64
TV / Video / Sound Equipment	67
Travel	59
Vehicle Maintenance and Repairs	65

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.

Broadway Avenue Commercial District



ESRI Tapestry Segmentation Area Profile

Neighborhood Quick Facts*

- 9th most populous neighborhood in Pittsburgh
- Home to the world's steepest paved street
- Number of bus lines in neighborhood: 1 and T service
- Persons per sq. mile: 5,622 (City average: 5,646)
- Walk Score: 56

* 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

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

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 is 20 to 34 years old, and over half of the homes are nonfamily households. Although many residents live alone, they preserve close connections with their family. Income levels are low; 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

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, scrapbooking, and rural activities like hunting and fishing. Since almost 1 in 4 households is below poverty level, residents also 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: <http://www.esri.com/library/whitepapers/pdfs/community>**

Broadway Avenue Commercial District

Business District Programs

The Pittsburgh Micro-Enterprise Loan Program

The Micro-Enterprise Loan Program is part of the Urban Redevelopment Authority of Pittsburgh's (URA) strategy to promote opportunities for groups who have not had ready access to business financing in the City of Pittsburgh, including minority- and women-owned businesses. The program is part of the URA's strategy to create new jobs, encourage new business start-up and expansion and grow the City of Pittsburgh's tax base by assisting entrepreneurs and stimulating business growth in the city.

For more information about applications and eligibility, visit:
<https://www.ura.org/pages/access-to-capital>

Neighborhood Business District Program

This program strives to ensure the health of the City's traditional neighborhood commercial districts using the National Main Street Center's Four Point Approach which considers: economic restructuring, promotion, design and sustainability.

To learn more about this program, contact [Josette Fitzgibbons](mailto:jfitzgibbons@ura.org) at (412) 255-6686 or visit:
<https://www.ura.org/pages/neighborhood-business-district-program>

Façade Improvement Programs

Restored storefronts improve the pedestrian environment, attract more customers, and encourage economic development and investment. The URA offers several different façade improvement programs designed for commercial building owners and tenants to improve their storefronts. Your location determines your building's façade improvement program eligibility.

For more information about applications and eligibility, contact [Quianna Wasler](mailto:Quianna.Wasler@ura.org) at (412) 255-6550 or visit:
<https://www.ura.org/pages/facade-improvement-programs>



Mural in Beechview

Featured Business: PS Salon and Spa



Type of Business: Salon

URA Program Utilized: Storefront Renovation Program

URA Investment: \$4,077.50

Private Investment: \$4,077.50

Total Project Investment: \$8,155.00

Contacts

Beechview Revitalization
Advisory Group
beechviewing.org

Urban Redevelopment
Authority of Pittsburgh:
www.ura.org/

All data from ESRI Business Analyst 2018 unless otherwise noted.

*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](mailto:jfitzgibbons@ura.org) 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