MARKET PROFILE
Frankstown and Brushton Ave Commercial District
Homewood

ura
Urban
Redevelopment
Authority
of Pittsburgh
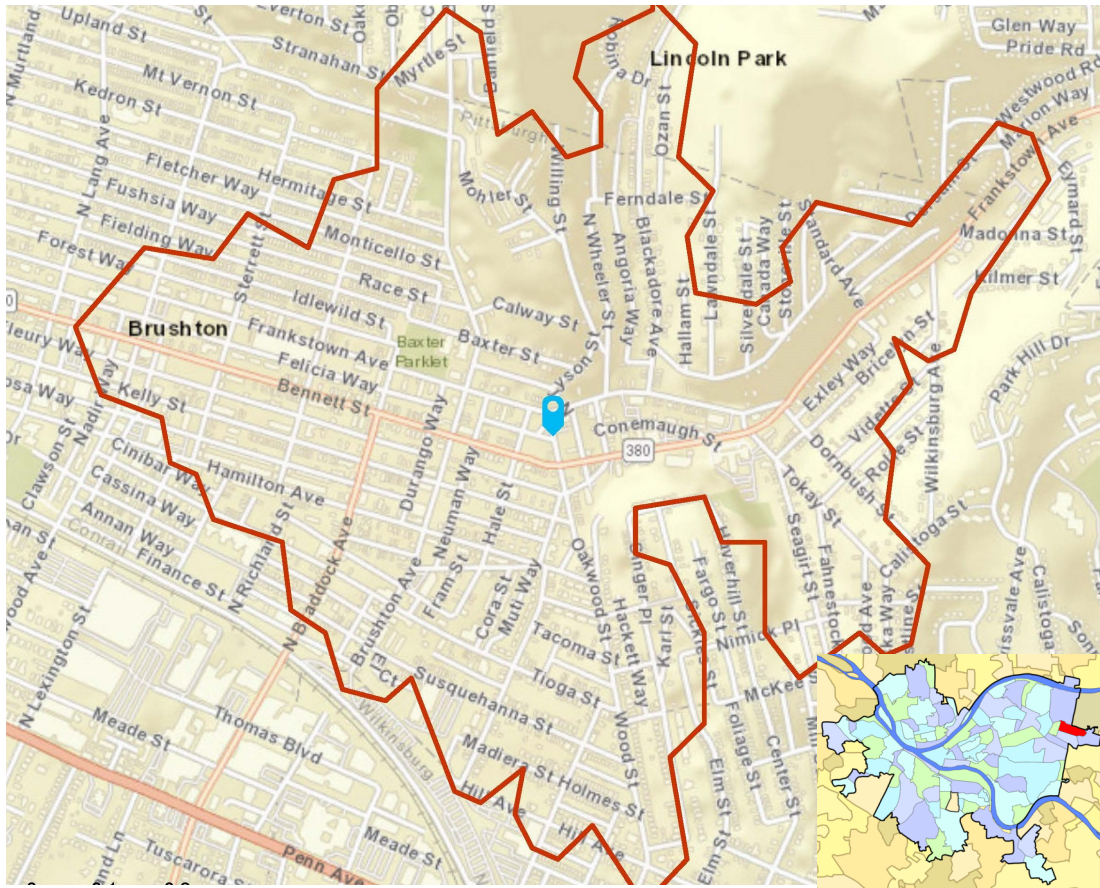
2021 Business Summary
(2 Minute Drive Time)

Number of Businesses:
113

Number of Employees:
738

Employees/Residential
Population Ratio*:
0.18:1

Major Commercial Industries:
Eating & Drinking Places, Food
Services & Drinking Places, Health
Care & Social Assistance

For more information on the
neighborhood, visit:

PITTSBURGH CITYLIVING.COM

Marketplace Profile**	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	$6,590,993	$0	$6,590,993	100.0	0
Furniture & Home Furnishing Stores	$1,067,288	$0	$1,067,288	100.0	0
Electronics and Appliance Stores	$978,444	$158,616	$819,828	72.1	1
Building Materials, Garden Equip. & Supply Stores	$1,765,753	$0	$1,765,753	100.0	0
Food and Beverage Stores	$5,871,979	$1,923,230	$3,948,749	50.7	3
Health and Personal Care Stores	$1,955,604	$0	$1,955,604	100.0	0
Gasoline Stations	$3,214,844	$768,625	$2,446,219	61.4	1
Clothing & Clothing Accessories Stores	$1,635,321	$185,343	$1,449,978	79.6	1
Sporting Goods / Hobby / Music / Book Stores	$848,790	$0	$848,790	100.0	0
General Merchandise Stores	$4,558,213	$0	$4,558,213	100.0	0
Nonstore Retailers	$614,740	$0	$614,740	100.0	0
Food Services & Drinking Places	$3,054,713	$2,294,890	$759,823	14.2	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 Brushton Ave Commercial District

Demographic Data	2010	2021	2026 (Projected)
Population	4,425	4,050	3,948
Households	1,929	1,803	1,770
Median Age	36.5	37.1	37.4
% 0-9	15.4%	15.2%	14.9%
% 10-14	7.4%	7.0%	7.2%
% 15-24	16.4%	13.5%	12.4%
% 25-34	9.2%	12.3%	12.9%
% 35-44	10.0%	9.4%	10.3%
% 45-54	13.4%	10.2%	9.9%
% 55-64	11.9%	12.7%	11.8%
% 65+	16.3%	19.7%	20.5%
Median Household Income	***	$26,216	$27,953
Average Household Income	***	$38,400	$42,429
Per Capita Income	***	$16,508	$18,367
Total Housing Units	2,614	2,620	2,622
% Owner Occupied Units	32.4%	28.0%	28.2%
% Renter Occupied Units	41.4%	40.8%	39.3%
% Vacant Housing Units	26.2%	31.2%	32.5%
Median Home Value	***	$61,567	$86,126

Traffic Count Profile	Closest Cross-Street	Count
Frankstown Ave	N Braddock Ave	5,795
Brushton Ave	Hermitage St	2,764
N Braddock Ave	Tioga St	11,787
Bennett St	Dornbush St	4,300
Wood St	Oakwood St	6,049
Brushton Ave	Kelly St	5,131
N Braddock Ave	Bennet St	3,515
Monticello St	Collier St	385

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	20.2%
$25,000—$34,999	11.6%
$35,000—$49,999	12.6%
$50,000—$74,999	14.8%
$75,000—$99,999	3.0%
$100,000—$149,999	2.2%
$150,000+	0.6%
Median Disposable Income	$21,467

Note: Disposable income is after-tax household income.

2021 Educational Attainment (Ages 25+)	
No High School Diploma	12.7%
High School Diploma or Some College	64.1%
Associates Degree	9.0%
Bachelor's Degree	9.0%
Graduate or Professional Degree	5.2%

Spending Potential Index	
Apparel and Services	44
Computers and Accessories	N/A
Education	38
Entertainment / Recreation	42
Food at Home	45
Food Away from Home	43
Health Care	45
Household Furnishing and Equipment	42
Personal Care Products and Services	44
Shelter	42
Support Payments/Cash Contributions/Gifts in Kind	39
Travel	38
Vehicle Maintenance & Repair	45

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.

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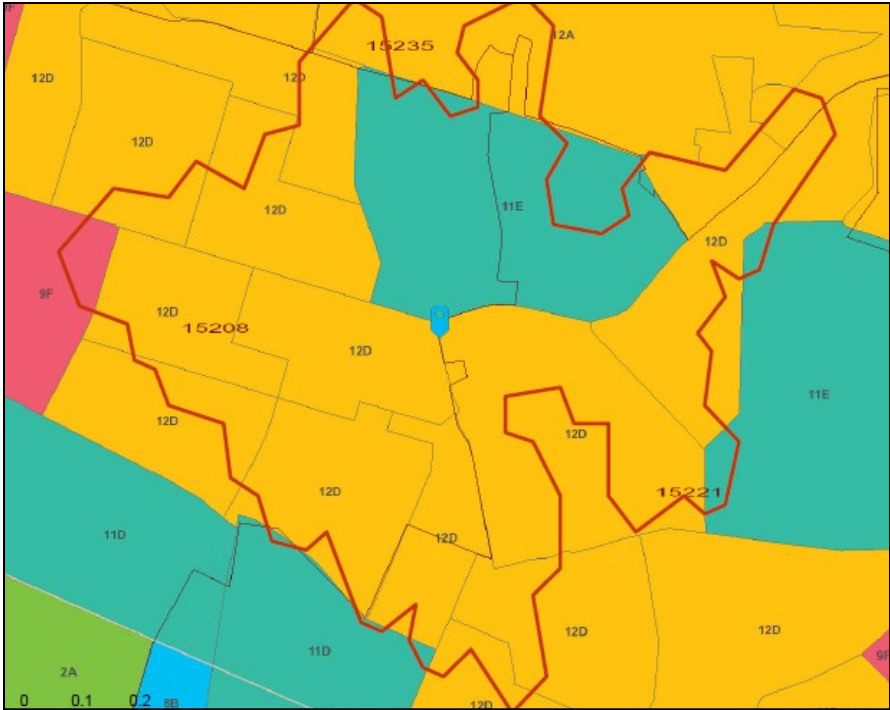
ESRI Tapestry Segmentation Area Profile

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.

City Commons

This segment is one of Tapestry's youngest markets. It is primarily comprised of single-parent and single-person households living within large, metro cities located primarily in the eastern half of the US. While more than a third have a college degree or spent some time in college, nearly a quarter have not finished high school. These residents strive for the best for themselves and their children. Most occupations are within Office and Administrative Support.

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.
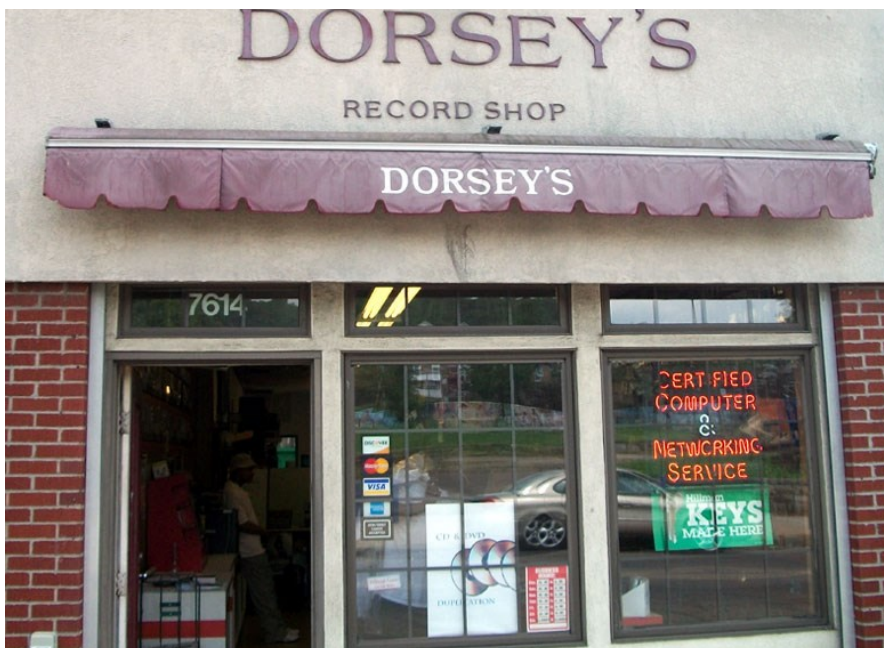
Contacts

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.

Urban Redevelopment Authority
of Pittsburgh