

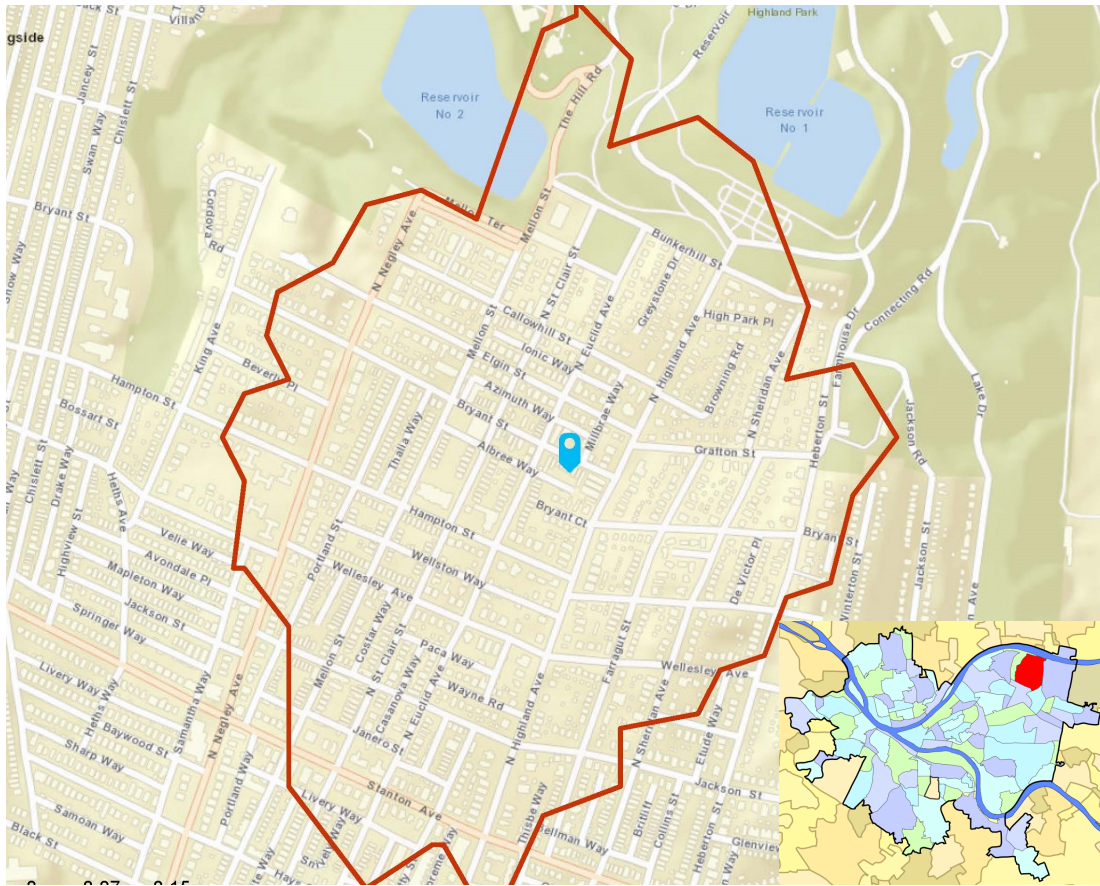
MARKET PROFILE

Bryant Street Commercial District

Highland Park



Urban
Redevelopment
Authority
of Pittsburgh



2021 Business Summary (2 Minute Drive Time)

Number of Businesses:
70

Number of Employees:
372

Employees/Residential
Population Ratio*:
0.09:1

Major Commercial Industries:
Professional, Scientific & Tech
Services, Eating & Drinking Places,
Food Services and 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	\$14,325,030	\$585,009	\$13,740,021	92.2	1
Furniture & Home Furnishing Stores	\$2,489,665	\$1,579,170	\$910,495	22.4	1
Electronics and Appliance Stores	\$2,346,014	\$0	\$2,346,014	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$4,124,646	\$0	\$4,124,646	100.0	0
Food and Beverage Stores	\$12,846,958	\$1,044,068	\$11,802,890	85.0	2
Health and Personal Care Stores	\$4,201,711	\$3,445,409	\$756,302	9.9	1
Gasoline Stations	\$6,774,698	\$0	\$6,774,698	100.0	0
Clothing & Clothing Accessories Stores	\$4,025,338	\$119,149	\$3,906,189	94.3	1
Sporting Goods / Hobby / Music / Book Stores	\$2,041,135	\$0	\$2,041,135	100.0	0
General Merchandise Stores	\$10,474,036	\$0	\$10,474,036	100.0	0
Nonstore Retailers	\$1,411,903	\$0	\$1,411,903	100.0	0
Food Services & Drinking Places	\$7,386,282	\$3,577,718	\$3,808,564	34.7	10

** 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.

Bryant Street Commercial District

Demographic Data	2010	2021	2026 (Projected)
Population	4,106	4,095	4,071
Households	1,941	1,962	1,961
Median Age	37.7	40.2	41.7
% 0-9	10.6%	10.1%	9.9%
% 10-14	4.3%	5.3%	4.4%
% 15-24	12.9%	10.7%	11.9%
% 25-34	18.7%	14.5%	13.2%
% 35-44	12.5%	16.0%	15.9%
% 45-54	14.4%	11.5%	12.0%
% 55-64	13.9%	13.1%	11.6%
% 65+	12.6%	18.8%	20.8%
Median Household Income	***	\$71,627	\$81,668
Average Household Income	***	\$113,598	\$129,713
Per Capita Income	***	\$54,379	\$62,452
Total Housing Units	2,129	2,164	2,175
% Owner Occupied Units	41.5%	39.3%	39.7%
% Renter Occupied Units	49.6%	51.4%	50.4%
% Vacant Housing Units	8.8%	9.3%	9.8%
Median Home Value	***	\$399,190	\$437,344

Traffic Count Profile	Closest Cross-Street	Count
N Highland Ave	Wayne Rd	6,174
N Negley Ave	Beverly Pl	6,176
Mellon St	Mellon Ter	9,739

Note: This profile measures the number of vehicles which travel through streets nearest to commercial corridor epicenter on a daily basis.

2019 Households by Disposable Income	
<\$15,000	11.0%
\$15,000—\$24,999	11.6%
\$25,000—\$34,999	8.1%
\$35,000—\$49,999	11.8%
\$50,000—\$74,999	19.6%
\$75,000—\$99,999	7.5%
\$100,000—\$149,999	15.9%
\$150,000+	14.6%
Median Disposable Income	\$57,313

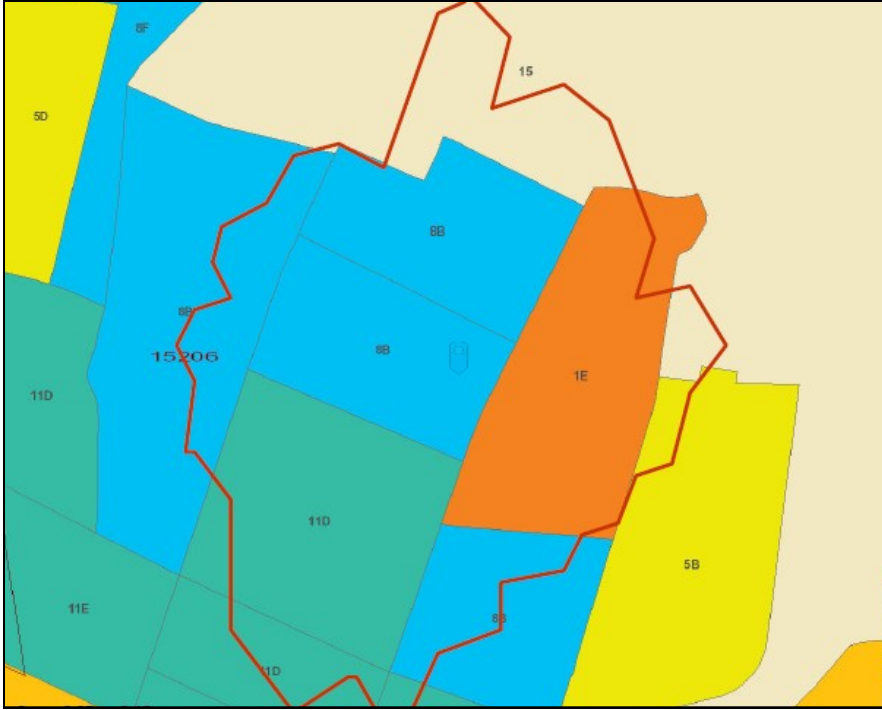
Note: Disposable income is after-tax household income.

2021 Educational Attainment (Ages 25+)	
No High School Diploma	0.7%
High School Diploma or Some College	22.4%
Associates Degree	5.8%
Bachelor's Degree	26.3%
Graduate or Professional Degree	44.7%

Spending Potential Index	
Apparel and Services	126
Computers and Accessories	N/A
Education	126
Entertainment / Recreation	122
Food at Home	122
Food Away from Home	125
Health Care	119
Household Furnishing and Equipment	123
Personal Care Products and Services	125
Shelter	126
Support Payments/Cash Contributions/Gifts in Kind	124
Travel	122
Vehicle Maintenance & Repairs	125

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.

Bryant Street Commercial District



ESRI Tapestry Segmentation Area Profile

Neighborhood Quick Facts*

- Walk Score: 60
- Transit Score: 49
- Bike Score: 72

* 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

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.

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.

Exurbanites

Exurbanites residents are now approaching retirement but showing few signs of slowing down. They are active in their communities, generous in their donations, and seasoned travelers. They take advantage of their proximity to large metropolitan centers to support the arts, but prefer a more expansive home style in less crowded neighborhoods. They have cultivated a lifestyle that is both affluent and urbane.

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>.

Bryant Street Commercial District

Highland Park 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

Highland Park Community Council:
www.hpccpgh.org

Highland Park Community Development Corporation:
www.hpcdc.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

Last Updated August 2021