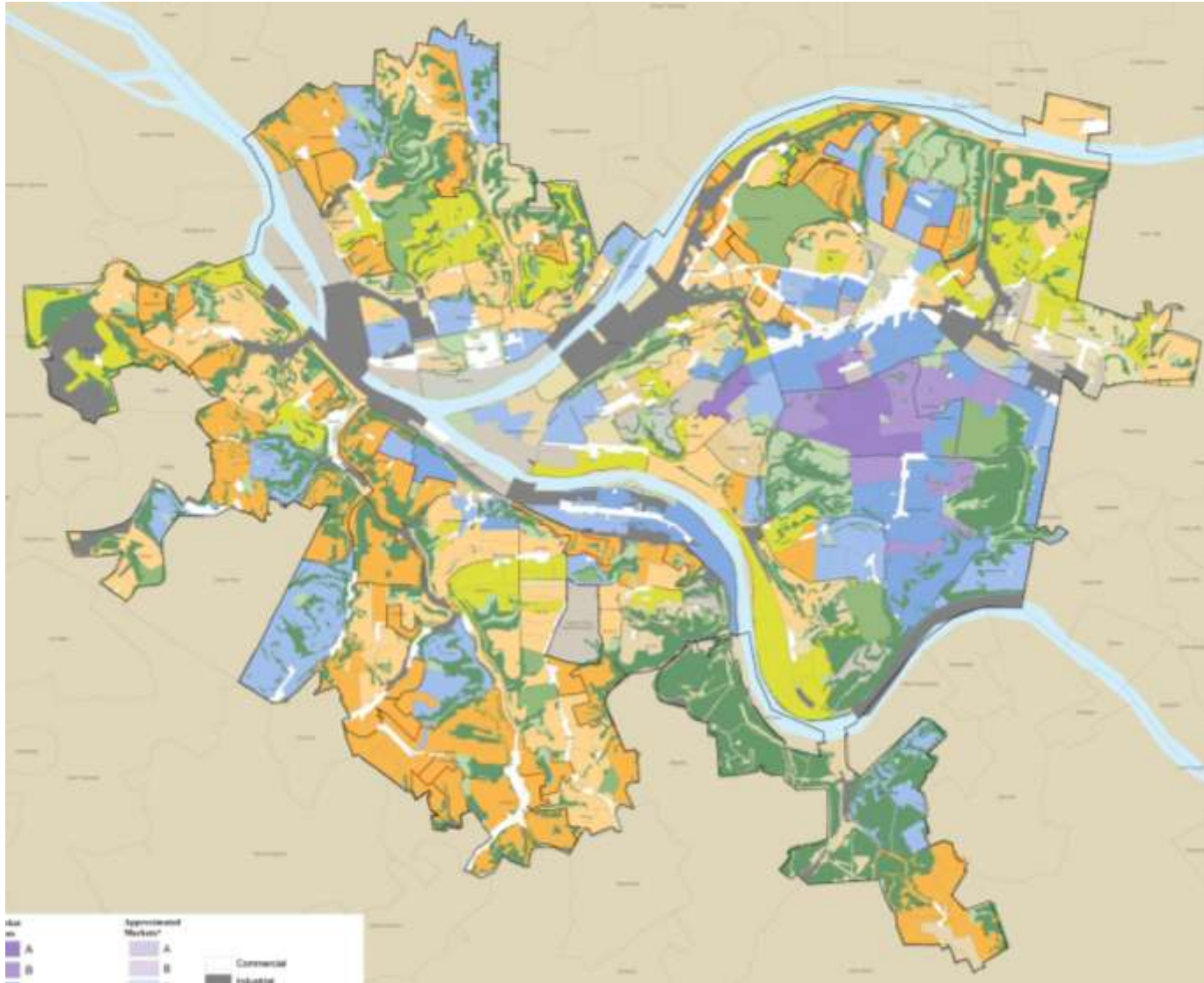
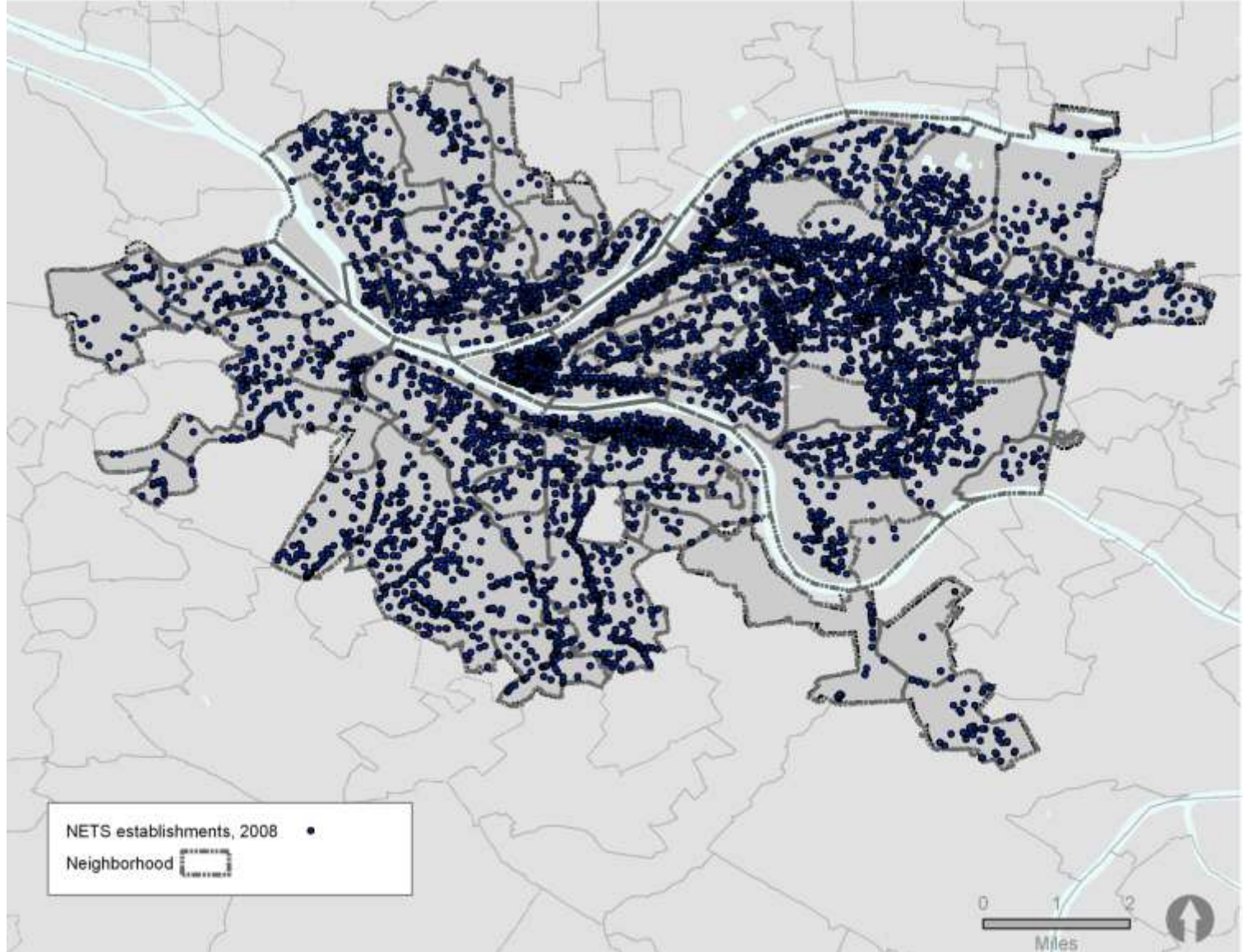


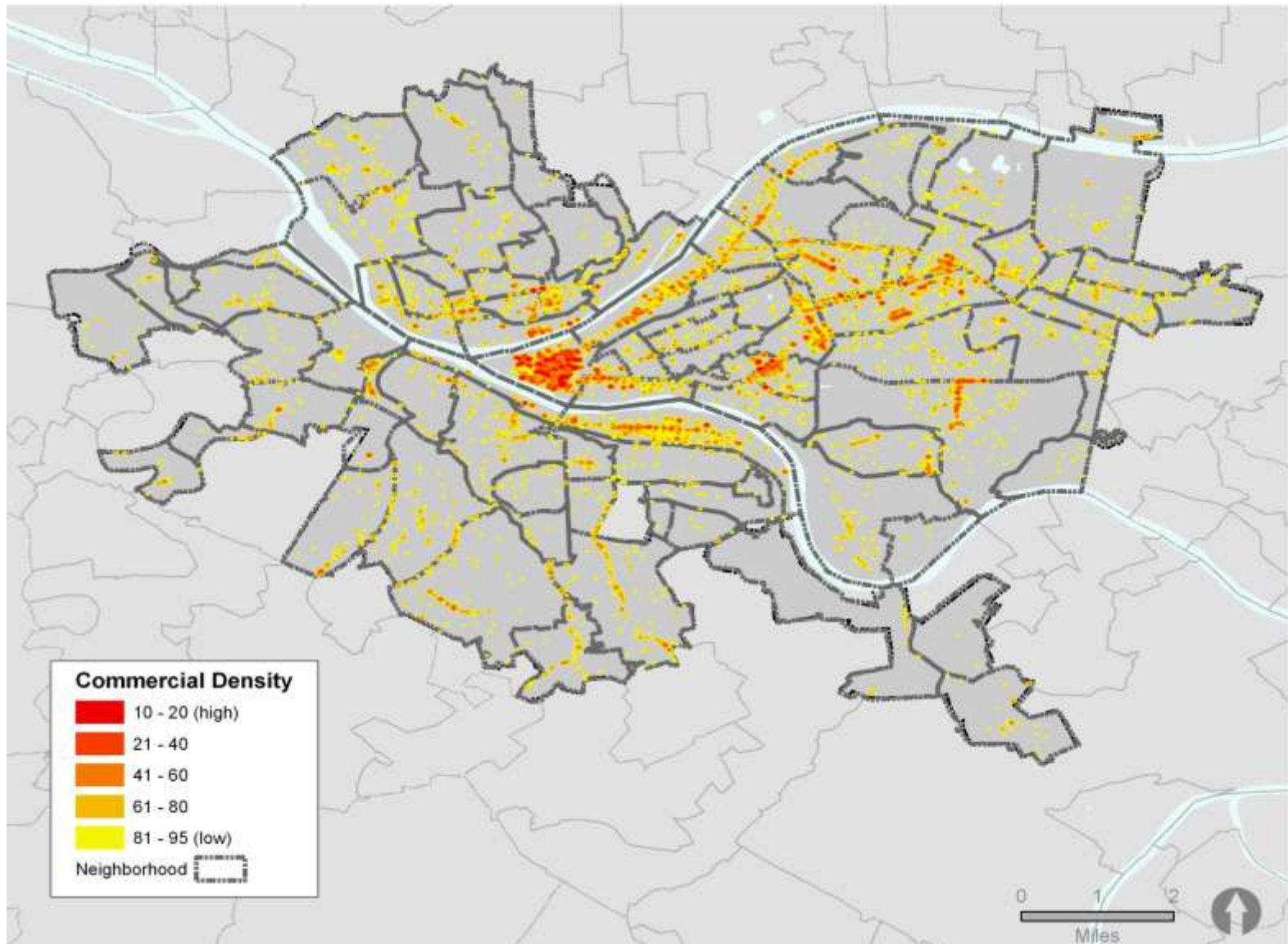
# Market Value Analysis



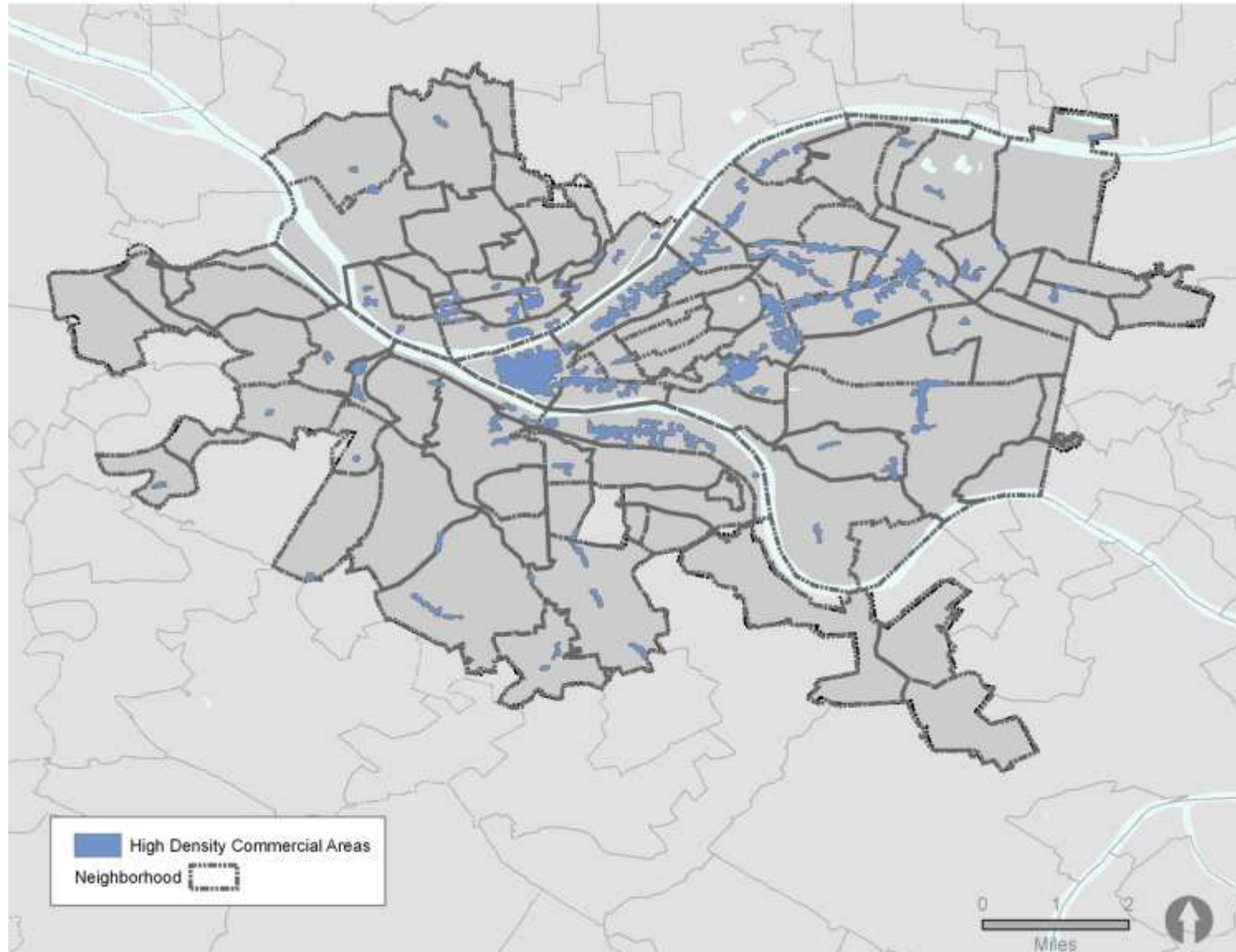
## Commercial Establishments – Points



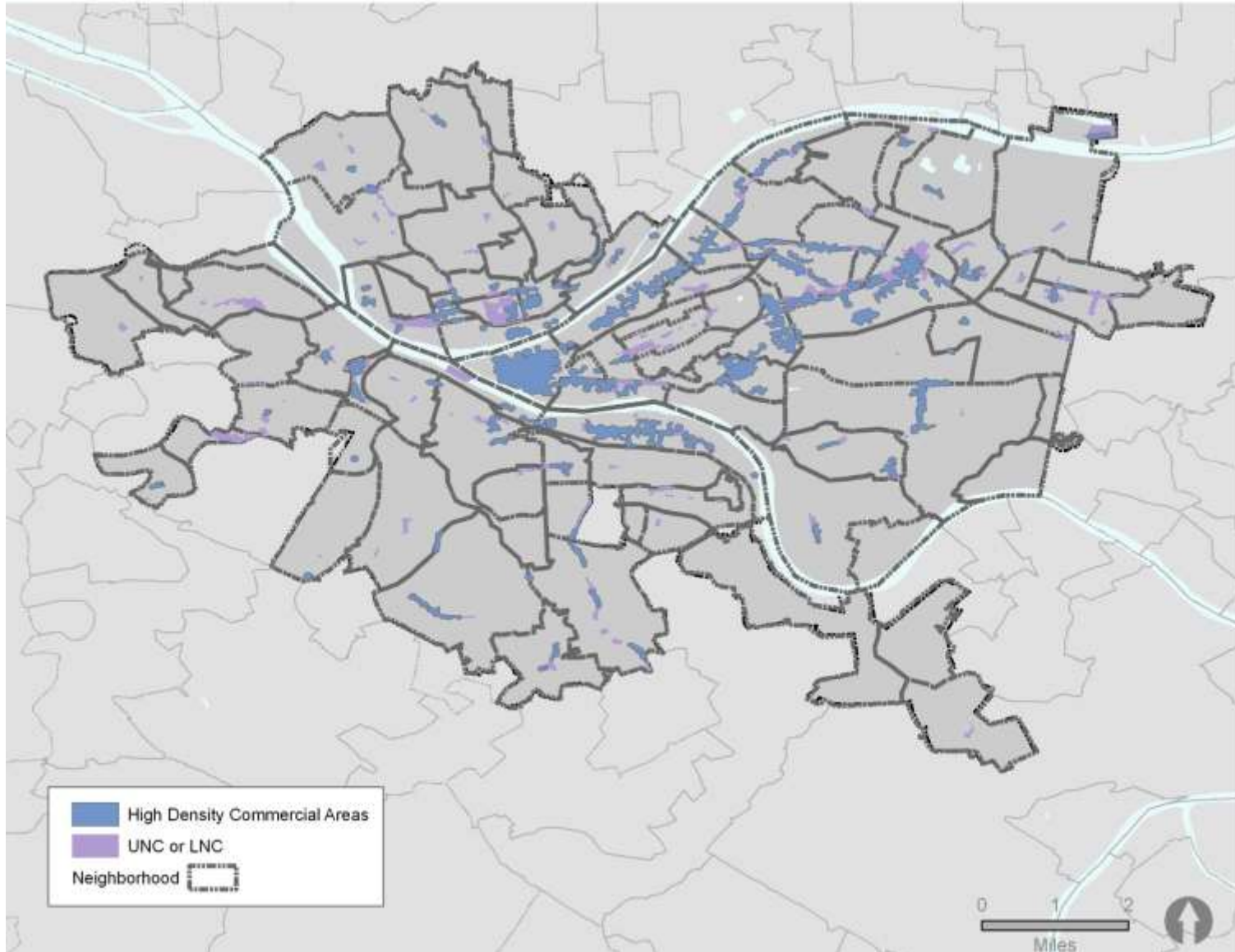
## Commercial Establishments - Density



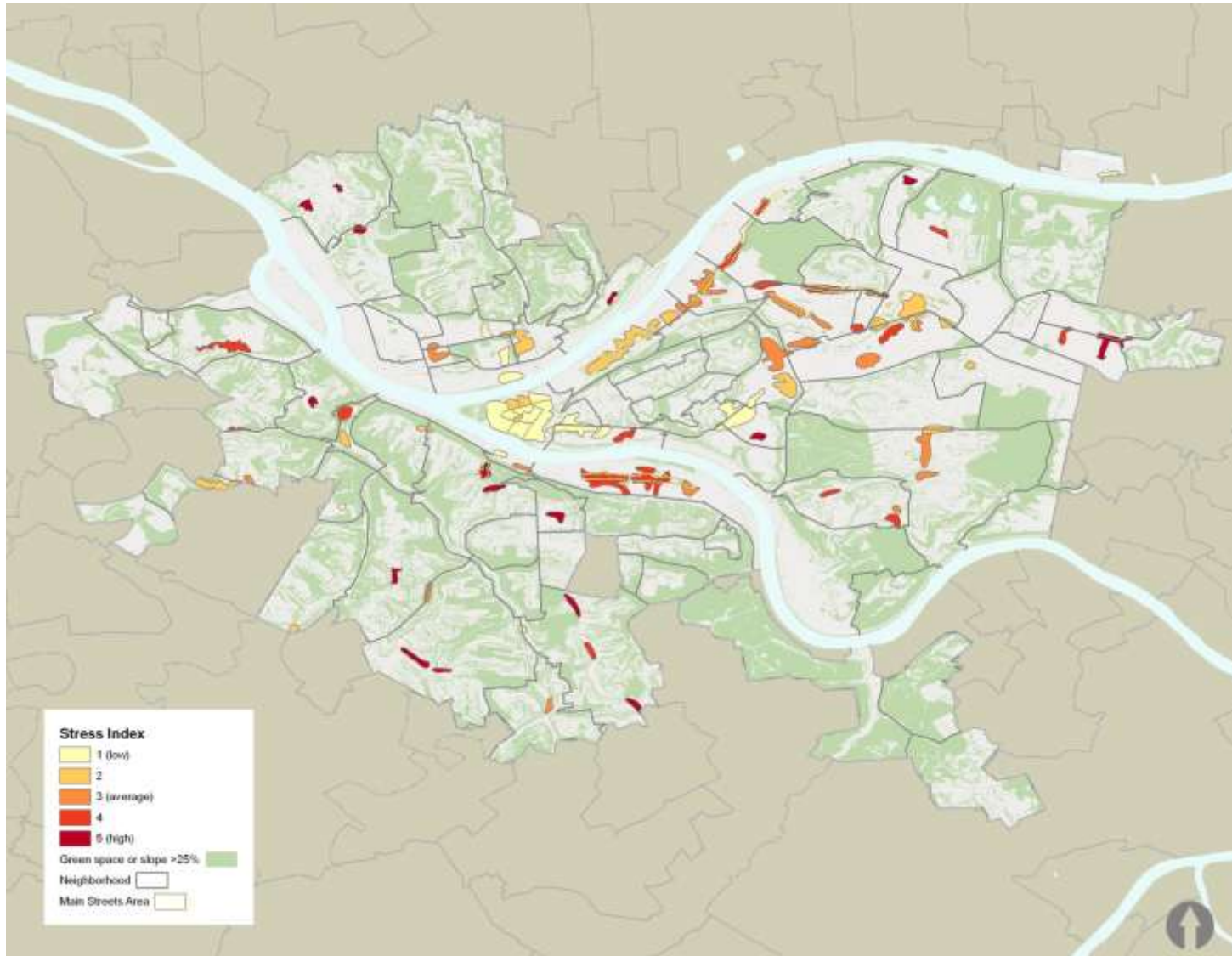
## Commercial Areas for Analysis (Density)



## Commercial Areas for Analysis : NETS Density + UNC/LNC

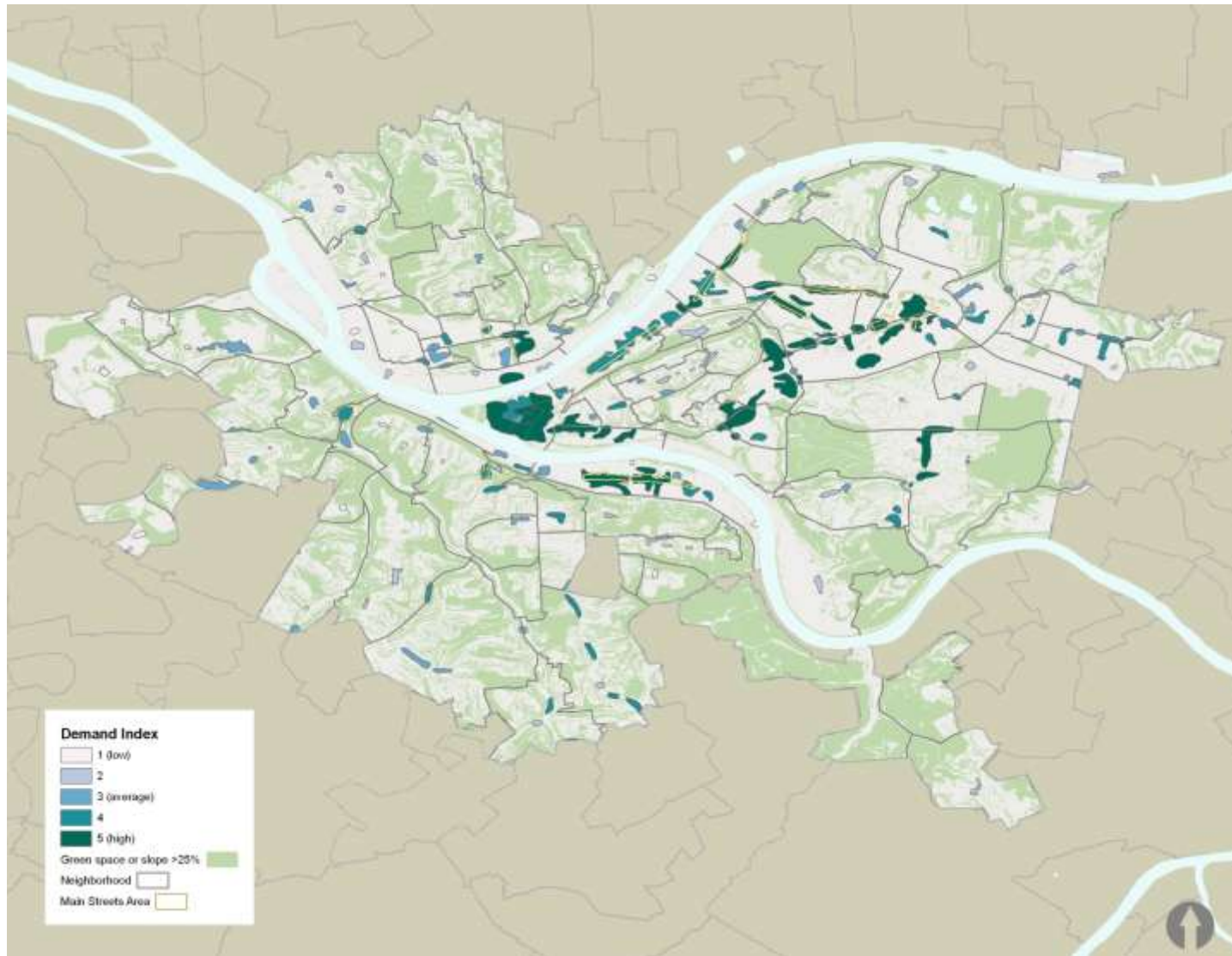


## Stress Index



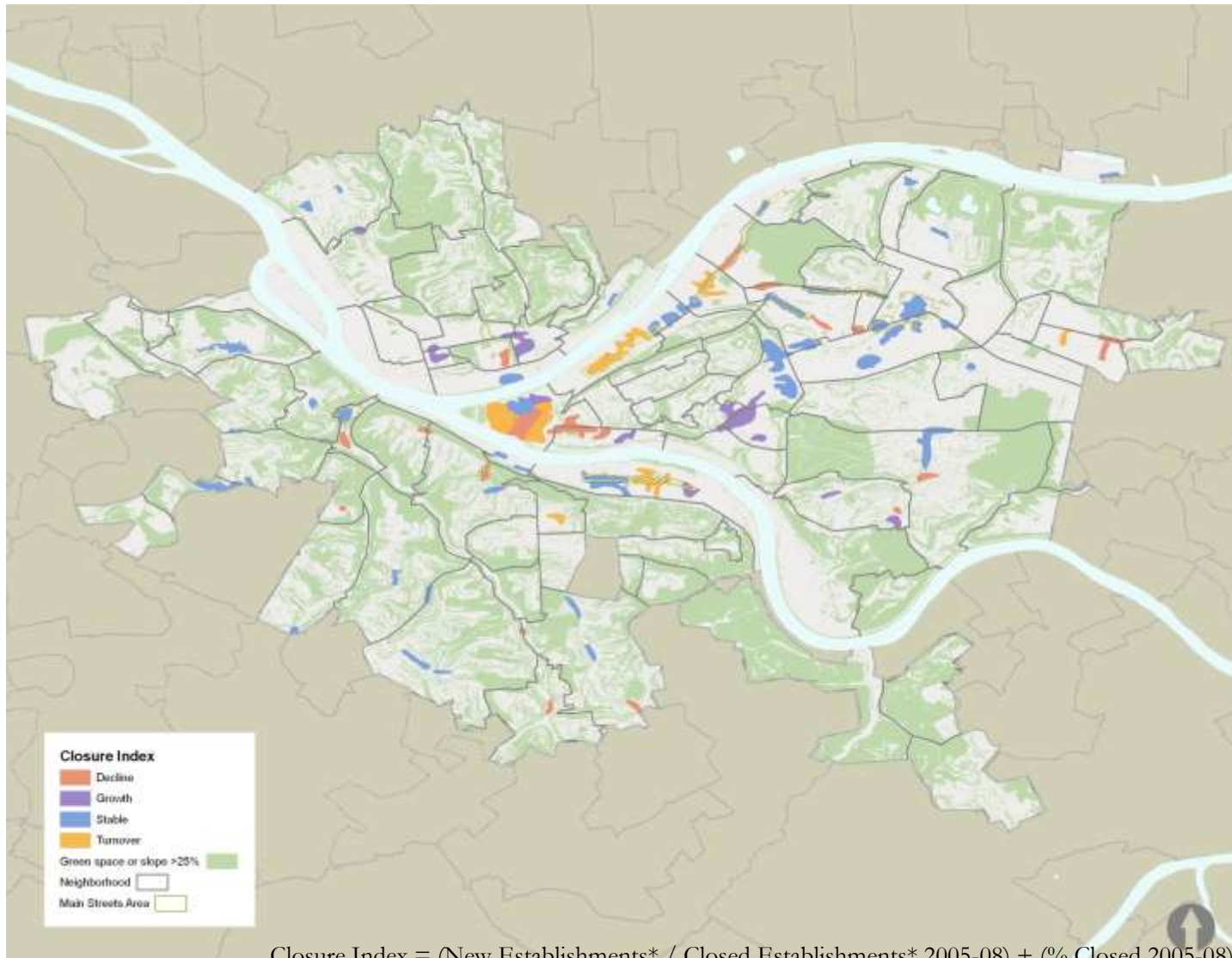
Stress Index = (311 calls per employee) + (Part 2 crime per employee)

## Demand Index



Demand Index = (Total employees) + (Total households  $\frac{3}{4}$  miles) + (Traffic)

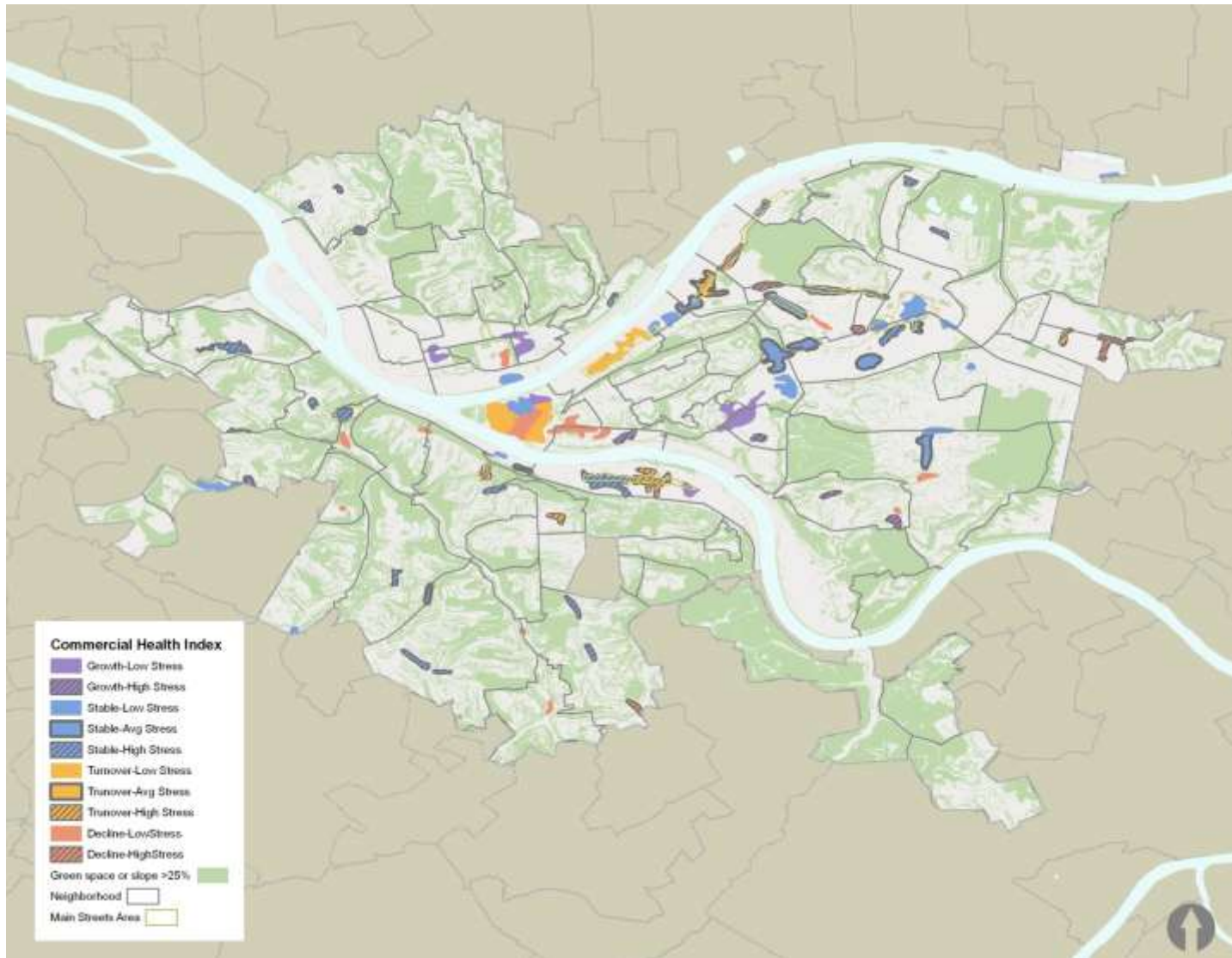
# Closure Index



Closure Index = (New Establishments\* / Closed Establishments\* 2005-08) + (% Closed 2005-08)

\*Retail, Food/Drink, Personal Service

# Commercial Health Index



Commercial Health Index = (Closure Index) + (Stress Index)

# Sample Dashboard

	Demand Indicators				Quality of Life Indicators			Business Indicators				
	Total # employees, 2008	Households, 2009 (.75 miles)	Households % change 2000 to 2009	Traffic, 2009	Select 311 per RFS employees 2008-09	Part II Crime 3 year avg 2007-09 per RFS employees	% Closed 2005-08 RFS	New:Closed Ratio 2005-08 RFS	Commercial Permits 2008-09 Total \$	Commercial Permits 2008-09 Avg \$	Avg years in business RFS	Sales 2008 RFS
Value	1,123	5,321	-9	47,180	0.1	0.3	17%	0.5	2,627,930	328,491	13	\$26,160,700
Rank 1-10	7	8	2	7	4	5	5	5	8	8	8	9

Rank based on a relative position of value compared to all Pittsburgh commercial areas with > 5 retail, food/drink personal service establishments (total # area=84)

Note that the **higher** the value for these three variables the **lower** the rank. For all other variables higher value translates into high rank

MARKET PROFILE

Broadway Avenue Commercial District  
Beechview



2010 Business  
Summary

Number of Businesses  
**73**

Number of Employees  
**380**

Employee/Residential  
Population Ratio\*  
**0.8**

Major Industries

Retail Trade, Automotive Repair & Maintenance, Accommodation and Food Services

SOME NICEY-NICE TEXT CAN GO HERE IF WE WANTED IT TO:  
BLAH  
BLAH  
BLAH  
BLAH

Marketplace Profile**	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$8,421,641	\$21,925,665	\$-13,504,024	-44.5	3
Furniture & Home Furnishing Stores	\$945,044	\$621,534	\$323,510	20.7	1
Electronics and Appliance Stores	\$1,251,937	\$0	\$1,251,937	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$1,238,851	\$662,373	\$576,478	30.3	2
Food and Beverage Stores	\$6,961,100	\$8,811,035	\$-1,849,935	-11.7	4
Health and Personal Care Stores	\$1,798,202	\$0	\$1,798,202	100	0
Gasoline Stations	\$6,418,529	\$1,470,963	\$4,947,566	62.7	1
Clothing & Clothing Accessories Stores	\$1,656,723	\$37,437	\$1,619,286	95.6	1
Sporting Goods / Hobby / Music / Book Stores	\$609,087	\$0	\$609,087	100	0
General Merchandise Stores	\$4,985,140	\$0	\$4,985,140	100	0
Nonstore Retailers	\$1,623,292	\$1,363,622	\$259,670	8.7	1
Food Services & Drinking Places	\$6,068,683	\$2,239,083	\$3,829,600	-46.1	7

\*\*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 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.