

# MARKET PROFILE

## Western Avenue Commercial District Allegheny West



### 2016 Business Summary (2 Minute Drive Time)

Number of Businesses:  
240

Number of Employees:  
3,285

Employees/Residential  
Population Ratio\*:  
1.45:1

Major Industries:  
Motor Vehicle and Parts Dealers, Food  
and Beverage Stores, General  
Merchandise 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                     | \$7,911,718               | \$5,027,254           | \$2,884,464  | 22.3                    | 1                  |
| Furniture & Home Furnishing Stores                | \$1,068,836               | \$919,224             | \$149,612    | 7.5                     | 1                  |
| Electronics and Appliance Stores                  | \$1,933,882               | \$3,034,457           | -\$1,100,575 | -22.2                   | 2                  |
| Building Materials, Garden Equip. & Supply Stores | \$1,593,359               | \$2,752,833           | -\$1,159,474 | -26.7                   | 1                  |
| Food and Beverage Stores                          | \$7,356,704               | \$1,605,916           | \$5,750,788  | 64.2                    | 1                  |
| Health and Personal Care Stores                   | \$1,619,460               | \$768,208             | \$851,252    | 35.7                    | 1                  |
| Gasoline Stations                                 | \$2,445,902               | \$1,455,592           | \$990,310    | 25.4                    | 1                  |
| Clothing & Clothing Accessories Stores            | \$1,863,318               | \$595,471             | \$1,267,847  | 51.6                    | 1                  |
| Sporting Goods / Hobby / Music / Book Stores      | \$1,130,298               | \$1,213,281           | -\$82,983    | -3.5                    | 4                  |
| General Merchandise Stores                        | \$6,071,586               | \$1,600,999           | \$4,470,587  | 58.3                    | 2                  |
| Nonstore Retailers                                | \$1,199,417               | \$0                   | \$1,199,417  | 100.0                   | 0                  |
| Food Services & Drinking Places                   | \$3,854,185               | \$7,936,885           | -\$4,082,700 | -34.6                   | 21                 |

\*\*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.

# Western Avenue Commercial District



| Demographic Data                | 2010  | 2015      | 2020 (Projected) | Annual Rate of Change (2015-2020) |
|---------------------------------|-------|-----------|------------------|-----------------------------------|
| <b>Population</b>               | 2,275 | 2,272     | 2,284            | 0.03%                             |
| <b>Households</b>               | 1,413 | 1,428     | 1,443            | 0.21%                             |
| <b>Median Age</b>               | 40.3  | 41.3      | 42.6             | 0.63%                             |
| % 0-9                           | 7.8%  | 7.4%      | 7.4%             | 0.00%                             |
| % 10-14                         | 4.3%  | 3.4%      | 3.1%             | -1.76%                            |
| % 15-24                         | 11.9% | 11.4%     | 11.3%            | -0.18%                            |
| % 25-34                         | 19.0% | 17.8%     | 16.3%            | -1.69%                            |
| % 35-44                         | 12.8% | 13.2%     | 14.3%            | 1.67%                             |
| % 45-54                         | 15.3% | 14.1%     | 12.2%            | -2.70%                            |
| % 55-64                         | 15.2% | 15.3%     | 14.2%            | -1.44%                            |
| % 65+                           | 13.7% | 17.4%     | 21.0%            | 4.14%                             |
| <b>Median Household Income</b>  | ***   | \$31,976  | \$37,201         | 3.27%                             |
| <b>Average Household Income</b> | ***   | \$51,478  | \$59,471         | 3.11%                             |
| <b>Per Capita Income</b>        | ***   | \$29,897  | \$34,757         | 3.25%                             |
| <b>Total Housing Units</b>      | 1,757 | 1,803     | 1,834            | 0.34%                             |
| % Owner Occupied Units          | 24.7% | 22.1%     | 22.4%            | 0.27%                             |
| % Renter Occupied Units         | 55.7% | 57.1%     | 56.3%            | -0.28%                            |
| % Vacant Housing Units          | 19.6% | 20.8%     | 21.3%            | 0.48%                             |
| <b>Median Home Value</b>        | ***   | \$190,461 | \$245,769        | 5.81%                             |

| Traffic Count Profile | Closest Cross-Street | Count  |
|-----------------------|----------------------|--------|
| Ridge Ave             | Galveston Ave        | 7,348  |
| Allegheny Ave         | Maolis Way           | 9,007  |
| Brighton Rd           | W Ohio St            | 3,192  |
| Pa 65                 | Allegheny Ave        | 5,668  |
| W North Ave           | Riggo Way            | 4,060  |
| Brighton Rd           | Boquet St            | 7,373  |
| State Rte 65          | Scotland St          | 42,140 |
| Reedsdale St          | Allegheny Ave        | 9,212  |
| Allegheny Ave         | Reedsdale St         | 1,359  |
| Stadium Dr            | N Shore Dr           | 6,227  |

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.

| 2015 Households by Disposable Income |          |
|--------------------------------------|----------|
| <\$15,000                            | 29.0%    |
| \$15,000—\$24,999                    | 16.4%    |
| \$25,000—\$34,999                    | 14.2%    |
| \$35,000—\$49,999                    | 10.2%    |
| \$50,000—\$74,999                    | 12.8%    |
| \$75,000—\$99,999                    | 8.9%     |
| \$100,000—\$149,999                  | 6.8%     |
| \$150,000+                           | 1.7%     |
| <b>Median Disposable Income</b>      | \$27,571 |

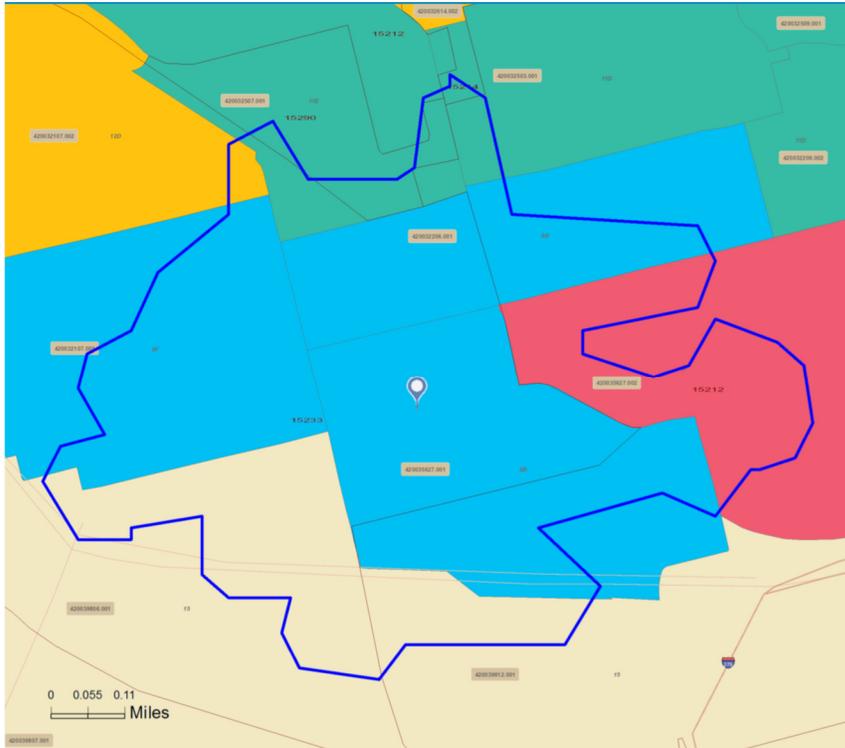
Note: Disposable income is after-tax household income.

| 2015 Educational Attainment (Ages 25+)     |       |
|--|-------|
| <b>No High School Diploma</b>              | 9.2%  |
| <b>High School Diploma or Some College</b> | 38.1% |
| <b>Associates Degree</b>                   | 9.0%  |
| <b>Bachelor's Degree</b>                   | 28.7% |
| <b>Graduate or Professional Degree</b>     | 15.0% |

| Spending Potential Index                  |    |
|---|----|
| <b>Apparel and Services</b>               | 71 |
| <b>Computers and Accessories</b>          | 71 |
| <b>Education</b>                          | 71 |
| <b>Entertainment / Recreation</b>         | 68 |
| <b>Food at Home</b>                       | 71 |
| <b>Food Away from Home</b>                | 70 |
| <b>Health Care</b>                        | 66 |
| <b>Household Furnishing and Equipment</b> | 68 |
| <b>Investment</b>                         | 66 |
| <b>Retail Goods</b>                       | 68 |
| <b>Shelter</b>                            | 73 |
| <b>TV / Video / Sound Equipment</b>       | 71 |
| <b>Travel</b>                             | 66 |
| <b>Vehicle Maintenance and Repairs</b>    | 69 |
| <b>Total Expenditures</b>                 | 69 |

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.

# Western Avenue Commercial District



## ESRI Tapestry Segmentation Area Profile

### Neighborhood Quick Facts\*

- 7th highest % of residents with college degrees in Pittsburgh
- Number of bus lines in neighborhood: 1
- Persons per sq. mile: 7,998

\* 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. Well educated and well employed, half have a college degree and a professional occupation. Incomes close to the US median come primarily from wages 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 personally and for business.

#### Old and Newcomers

This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support environmental causes and Starbucks. Age is not always obvious from their

#### Social Security Set

Social Security Set is an older market located in metropolitan cities across the country. Over one-third 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: <http://www.esri.com/library/whitepapers/pdfs/community>**



## Business District Programs

### The Pittsburgh Biz Buzz Small Grant Program

This program is designed for community organizations that are working to spur neighborhood business district revitalization using the 48x48x48 strategy of short and medium term achievable projects, determining what you can do in 48 hours, 48 days and 48 weeks.

The program aims to bring newcomers into your neighborhood business district and create a "buzz" about your business district through media and word of mouth.

For more information about applications and eligibility, visit:  
[http://www.ura.org/business\\_owners/mainstreets.php](http://www.ura.org/business_owners/mainstreets.php)

### 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:Josette.Fitzgibbons@ura.org) at (412) 255-6686 or visit:  
[http://www.ura.org/business\\_owners/mainstreets.php](http://www.ura.org/business_owners/mainstreets.php)

### 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:  
[http://www.ura.org/business\\_owners/facade\\_program.php](http://www.ura.org/business_owners/facade_program.php)



*Allegheny West Rooftops  
Photo: Robert Strovers / Artistic Pursuits*

## Featured Business: The Parador Inn



**Type of Business:** Inn

**URA Program Utilized:** Storefront Renovation Program

**URA Investment:** \$6,800

**Private Investment:** \$10,200

**Total Project Investment:** \$17,000

## Contacts

Allegheny West Website:  
[www.alleghenywest.org/](http://www.alleghenywest.org/)

Northside Leadership Conference:  
[www.pittsburghnorthside.com/](http://www.pittsburghnorthside.com/)

Northside Northshore Chamber of Commerce:  
[www.northsidechamberofcommerce.com/](http://www.northsidechamberofcommerce.com/)

Northside Community Development Fund:  
[www.nscdfund.org/](http://www.nscdfund.org/)

Urban Redevelopment Authority of Pittsburgh:  
[www.ura.org/](http://www.ura.org/)

All data from ESRI Business Analyst 2015 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:Josette.Fitzgibbons@ura.org) at [jfitzgibbons@ura.org](mailto:Josette.Fitzgibbons@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](http://www.ucsur.pitt.edu/neighborhood_reports_acs.php)