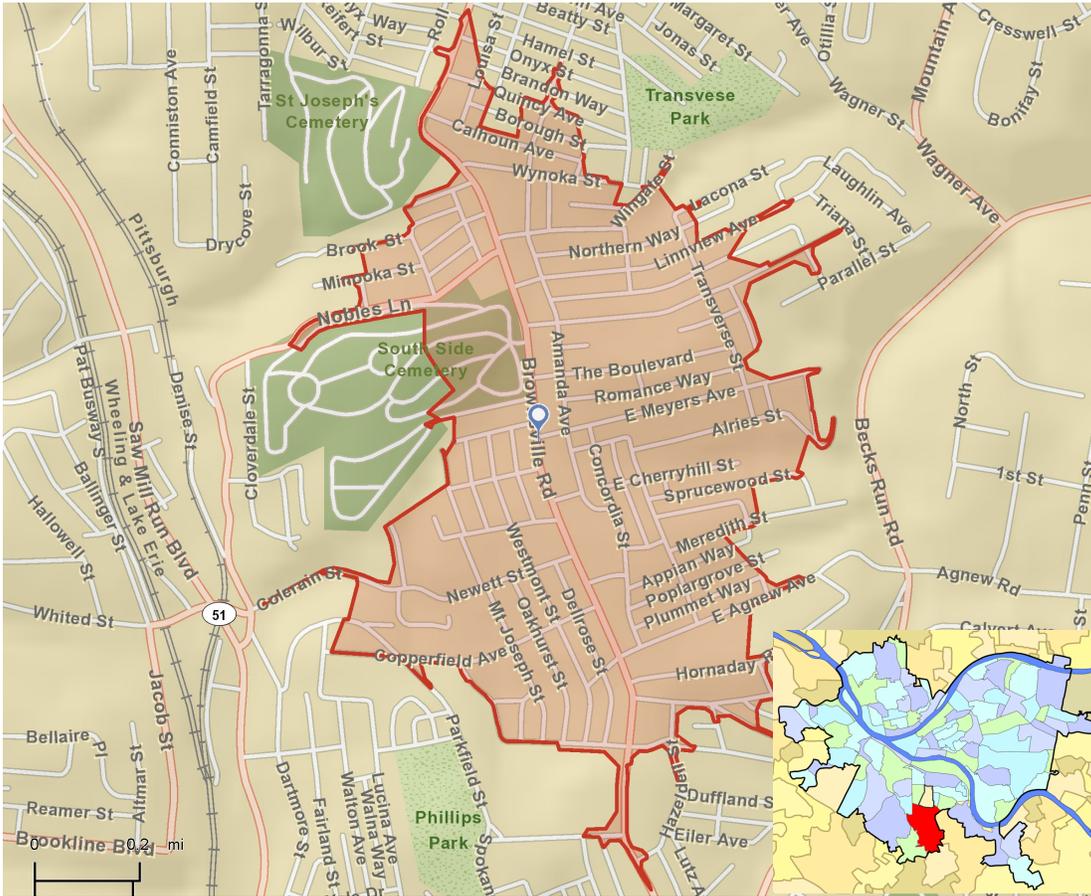


# Colter Yahm Dairy Commercial District Carrick



### 2015 Business Summary (2 Minute Drive Time)

Number of Businesses:  
178

Number of Employees:  
717

Employees/Residential  
Population Ratio\*:  
0.15:1

Major Industries:  
Food & Beverage Stores, Health &  
Personal Care Stores, Motor Vehicle &  
Parts Dealers

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	\$7,096,349	\$2,401,997	\$4,694,352	49.4	5
Furniture & Home Furnishing Stores	\$690,563	\$215,618	\$474,945	52.4	1
Electronics and Appliance Stores	\$845,987	\$0	\$845,987	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$1,085,734	\$0	\$1,085,734	100.0	0
Food and Beverage Stores	\$6,320,817	\$12,820,771	-\$6,499,954	-34.0	5
Health and Personal Care Stores	\$2,024,875	\$2,853,891	-\$829,016	-17.0	1
Gasoline Stations	\$3,507,532	\$0	\$3,507,532	100.0	0
Clothing & Clothing Accessories Stores	\$1,928,532	\$438,411	\$1,490,121	63.0	3
Sporting Goods / Hobby / Music / Book Stores	\$952,866	\$155,805	\$797,061	71.9	2
General Merchandise Stores	\$4,920,689	\$0	\$4,920,689	100.0	0
Nonstore Retailers	\$4,182,863	\$210,355	\$3,972,508	90.4	2
Food Services & Drinking Places	\$3,489,785	\$2,005,209	\$1,484,576	27.0	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.

# Colteryahn Dairy Commercial District



Demographic Data	2010	2014	2019 (Projected)	Annual Rate of Change (2014-2019)
<b>Population</b>	4,676	4,698	4,737	0.17%
<b>Households</b>	2,039	2,064	2,088	0.23%
<b>Median Age</b>	39.2	39.3	40.0	0.36%
% 0-9	11.9%	11.1%	11.1%	0.00%
% 10-14	5.9%	6.0%	5.5%	-1.67%
% 15-24	13.0%	12.0%	11.3%	-1.67%
% 25-34	14.6%	15.5%	14.7%	-1.03%
% 35-44	11.5%	12.0%	13.5%	2.50%
% 45-54	16.4%	13.8%	12.0%	-2.61%
% 55-64	12.6%	15.3%	14.9%	-0.52%
% 65+	14.2%	14.2%	17.0%	3.94%
<b>Median Household Income</b>	***	\$35,272	\$39,130	2.19%
<b>Average Household Income</b>	***	\$42,244	\$48,851	3.13%
<b>Per Capita Income</b>	***	\$18,335	\$21,266	3.20%
<b>Total Housing Units</b>	2,351	2,394	2,415	0.18%
% Owner Occupied Units	52.5%	50.0%	50.0%	0.00%
% Renter Occupied Units	34.2%	36.3%	36.5%	-0.05%
% Vacant Housing Units	13.3%	13.7%	13.5%	-0.29%
<b>Median Home Value</b>	***	\$88,344	\$102,824	3.28%

Traffic Count Profile	Closest Cross-Street	Count
Becks Run Rd	Raven St	9,400
Maytide St	Antenor Ave	6,763
E Agnew Ave	Redrose Ave	1,615
Churchview Ave	Sankey Ct	6,465
Saw Mill Run Blvd	Fairhaven Rd	32,236
Joseph St	Brinwood Ave	5,629
Willett Rd	Burgess St	5,352
Nobles Ln	Cloverdale St	5,295
Bausman St	Bernd St	3,179

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.

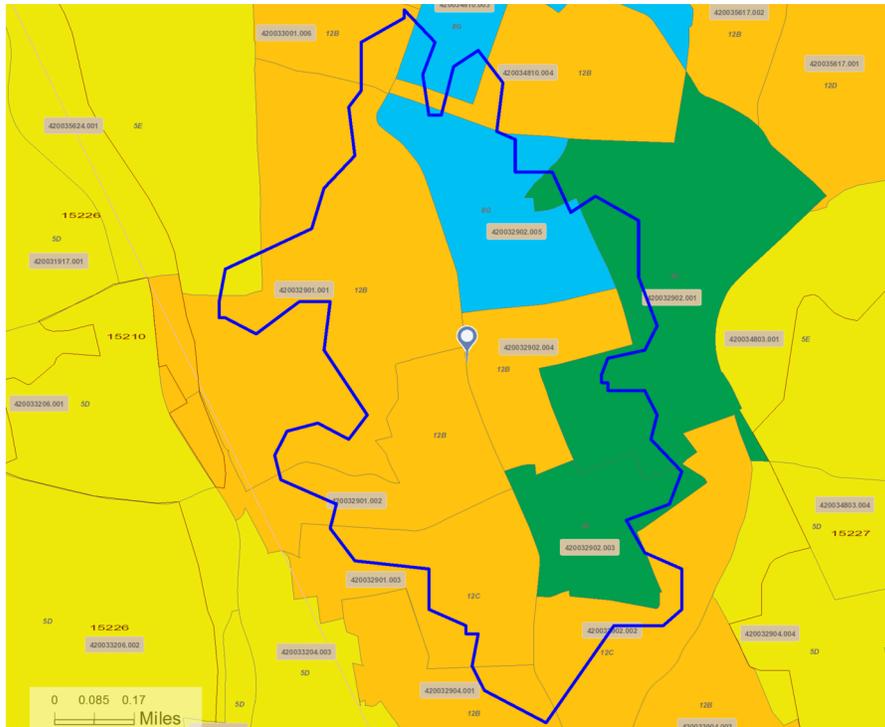
2014 Households by Disposable Income	
<\$15,000	23.1%
\$15,000—\$24,999	17.4%
\$25,000—\$34,999	18.3%
\$35,000—\$49,999	19.3%
\$50,000—\$74,999	15.8%
\$75,000—\$99,999	3.1%
\$100,000—\$149,999	2.4%
\$150,000+	0.5%
<b>Median Disposable Income</b>	\$29,309

Note: Disposable income is after-tax household income.

2014 Educational Attainment (Ages 25+)	
No High School Diploma	16.1%
High School Diploma or Some College	58.3%
Associates Degree	11.3%
Bachelor's Degree	10.8%
Graduate or Professional Degree	3.4%

Spending Potential Index	
<b>Apparel and Services</b>	38
<b>Computers and Accessories</b>	57
<b>Education</b>	54
<b>Entertainment / Recreation</b>	61
<b>Food at Home</b>	63
<b>Food Away from Home</b>	58
<b>Health Care</b>	64
<b>Household Furnishing and Equipment</b>	52
<b>Investment</b>	41
<b>Retail Goods</b>	60
<b>Shelter</b>	56
<b>TV/Video/Audio</b>	63
<b>Travel</b>	53
<b>Vehicle Maintenance &amp; Repairs</b>	60
<b>Total Expenditures</b>	56

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.



## ESRI Tapestry Segmentation Area Profile

### Neighborhood Quick Facts\*

- 13th largest neighborhood in Pittsburgh by area
- Number of bus lines in neighborhood: 6
- Persons per sq. mile: 5,858 (City average: 5,646)
- Walk Score: 66

\* 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 (36.8%)

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.

#### Hardscrabble Road (21.6%)

Hardscrabble Road neighborhoods are in urbanized areas within central cities, with older housing, located chiefly in the Midwest and South. This slightly smaller market is primarily a family market, married couples (with and without children) and single parents. Younger, highly diverse (with higher proportions of black, multiracial, and Hispanic populations), and less educated, they work mainly in service, manufacturing, and retail trade industries. Unemployment is high (almost twice the US rate), and median household income is half the US median. Almost 1 in 3 households have income below the poverty level. Approximately 60% of householders are renters, living primarily in single-family homes, with a higher proportion of dwellings in 2–4 unit buildings. This market is struggling to get by.

#### Heartland Communities (21.4%)

Well settled and close-knit, Heartland Communities are semirural and semiretired. These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips.

#### Small Town Simplicity (19.2%)

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>**



## 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)



Carrick

Photo Credit: Dan Buczynski

## Featured Business: Colteryahn Dairy



**Type of Business:** Dairy

**URA Program Utilized:** Tax-Exempt State Small Manufacturers' Note

**URA Investment:** \$1,800,000

**Private Investment:** \$2,078,269

**Total Project Investment:** \$3,878,269

## Contacts

Economic Development South:  
[www.economicdevelopmentsouth.org](http://www.economicdevelopmentsouth.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)