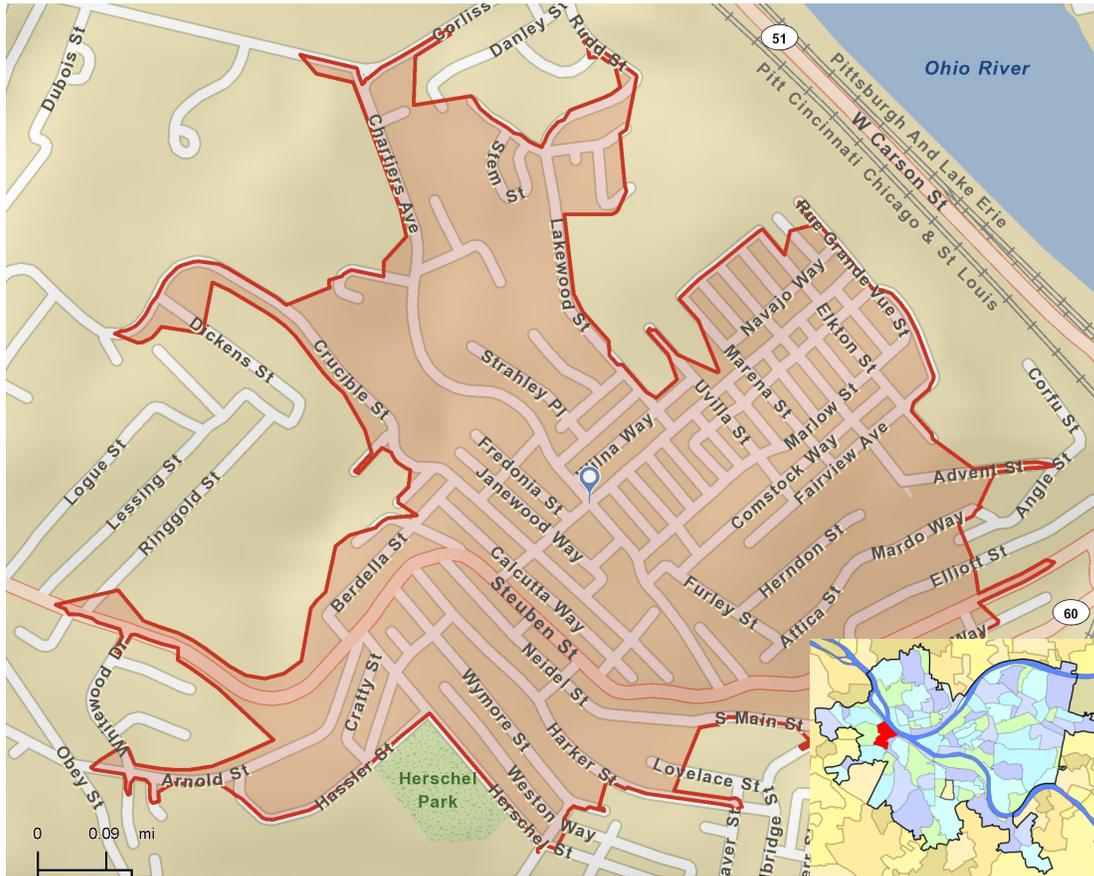


Lorenz and Chartiers Ave Commercial District Elliott



2015 Business Summary (2 Minute Drive Time)

Number of Businesses:
208

Number of Employees:
1,340

Employees/Residential
Population Ratio*:
0.57:1

Major Industries:
Food & Beverage Stores,
Miscellaneous Store Retailers, Food
Services & 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	\$3,562,629	\$0	\$3,562,629	100.0	0
Furniture & Home Furnishing Stores	\$370,664	\$497,226	-\$126,562	-14.6	1
Electronics and Appliance Stores	\$448,607	\$81,476	\$367,131	69.3	1
Building Materials, Garden Equip. & Supply Stores	\$517,569	\$235,581	\$281,988	37.4	1
Food and Beverage Stores	\$3,274,222	\$1,616,288	\$1,657,934	33.9	3
Health and Personal Care Stores	\$1,021,908	\$426,031	\$595,877	41.2	2
Gasoline Stations	\$1,795,093	\$0	\$1,795,093	100.0	0
Clothing & Clothing Accessories Stores	\$1,053,211	\$171,967	\$881,244	71.9	1
Sporting Goods / Hobby / Music / Book Stores	\$486,509	\$64,567	\$421,942	76.6	1
General Merchandise Stores	\$2,564,252	\$0	\$2,564,252	100.0	0
Nonstore Retailers	\$2,120,725	\$0	\$2,120,725	100.0	0
Food Services & Drinking Places	\$1,851,505	\$780,946	\$1,070,559	40.7	6

**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.

Lorenz and Chartiers Ave Commercial District



Demographic Data	2010	2014	2019 (Projected)	Annual Rate of Change (2014-2019)
Population	2,340	2,296	2,277	-0.17%
Households	1,047	1,036	1,032	-0.08%
Median Age	36.8	37.1	37.6	0.27%
% 0-9	13.4%	13.5%	13.4%	-0.15%
% 10-19	13.3%	11.9%	12.3%	0.67%
% 20-24	8.3%	7.2%	5.8%	-3.89%
% 25-34	13.2%	15.0%	15.2%	0.27%
% 35-44	12.3%	11.2%	11.8%	1.07%
% 45-54	15.4%	14.3%	12.2%	-2.94%
% 55-64	11.7%	13.4%	13.7%	0.74%
% 65+	12.7%	13.4%	15.8%	3.58%
Median Household Income	***	\$32,718	\$38,979	3.83%
Average Household Income	***	\$44,295	\$52,018	3.49%
Per Capita Income	***	\$19,477	\$23,016	3.63%
Total Housing Units	1,332	1,350	1,350	0.00%
% Owner Occupied Units	42.6%	39.5%	38.5%	-0.51%
% Renter Occupied Units	36.0%	37.2%	37.9%	0.38%
% Vacant Housing Units	21.4%	23.3%	23.6%	0.26%
Median Home Value	***	\$77,354	\$95,455	4.68%

Traffic Count Profile	Closest Cross-Street	Count
Chartiers Ave	Azalia St	21,331
Steuben St	Belton Way	9,113
Steuben St	Sanctus St	8,044
S Main St	Sanctus St	8,000
Corliss St	Rudd St	11,728
Independence St	S Main St	8,023
Herschel St	Cratty St	1,836
US Hwy 19	St Rte 60	8,580

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.

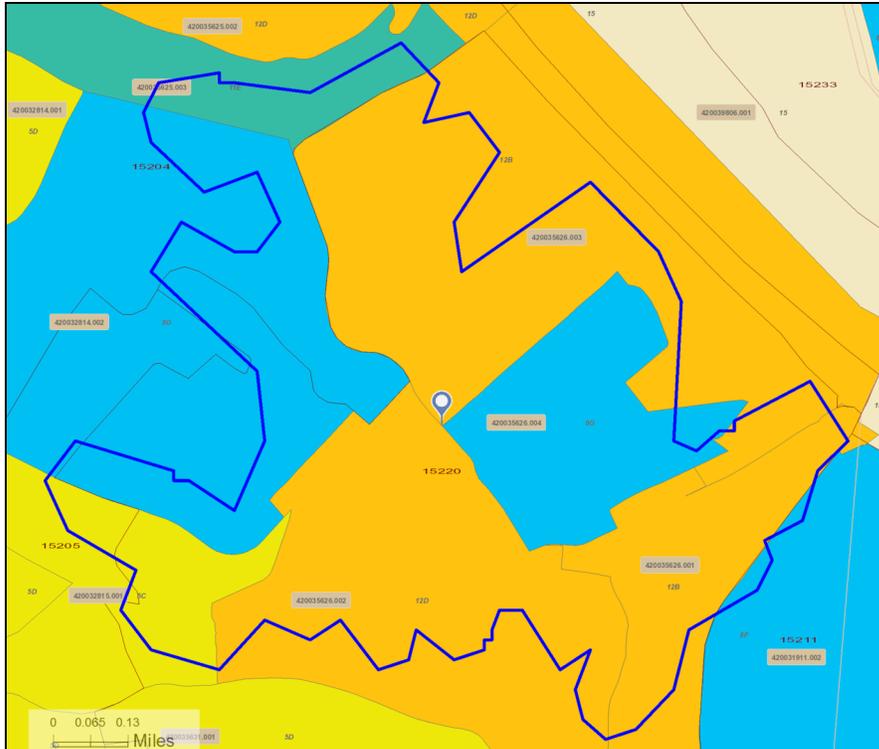
2014 Households by Disposable Income	
<\$15,000	28.2%
\$15,000—\$24,999	17.6%
\$25,000—\$34,999	13.2%
\$35,000—\$49,999	16.5%
\$50,000—\$74,999	14.3%
\$75,000—\$99,999	4.9%
\$100,000—\$149,999	4.0%
\$150,000+	1.3%
Median Disposable Income	\$27,546

Note: Disposable income is after-tax household income.

2014 Educational Attainment (Ages 25+)	
No High School Diploma	16.6%
High School Diploma or Some College	55.9%
Associates Degree	16.5%
Bachelor's Degree	9.3%
Graduate or Professional Degree	1.7%

Spending Potential Index	
Apparel and Services	42
Computers and Accessories	60
Education	59
Entertainment / Recreation	63
Food at Home	64
Food Away from Home	61
Health Care	64
Household Furnishing and Equipment	55
Investment	29
Retail Goods	61
Shelter	61
TV/Video/Audio	67
Travel	55
Vehicle Maintenance & Repairs	62
Total Expenditures	57

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*

- 8th highest percentage of homes built before 1990 in Pittsburgh (5.2%)
- Persons per sq. mile: 4,254 (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

Hardscrabble Road (33.8%)

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.

Traditional Living (33.2%)

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.

Modest Income Homes (32.0%)

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. Nonetheless, rents are relatively low (Index 73), public transportation is available, and Medicaid can assist families in need.

Parks and Rec (1.1%)

These practical suburbanites have achieved the dream of home ownership. They have purchased homes that are within their means. Their homes are older, and town homes and duplexes are not uncommon. Many of these families are two-income married couples approaching retirement age; they are comfortable in their jobs and their homes, budget wisely, but do not plan on retiring anytime soon or moving. Neighborhoods are well established, as are the amenities and programs that supported their now independent children through school and college. The appeal of these kid-friendly neighborhoods is now attracting a new generation of young couples.

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 on 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

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

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



Featured Business: Staab Funeral Home



Type of Business: Funeral Home

URA Program Utilized: Storefront Renovation Program

URA Investment: \$5,000

Private Investment: \$14,105

Total Project Investment: \$19,150

Contacts

Elliott Community Group:
www.elliottcg.org

Urban Redevelopment
Authority of Pittsburgh:
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 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