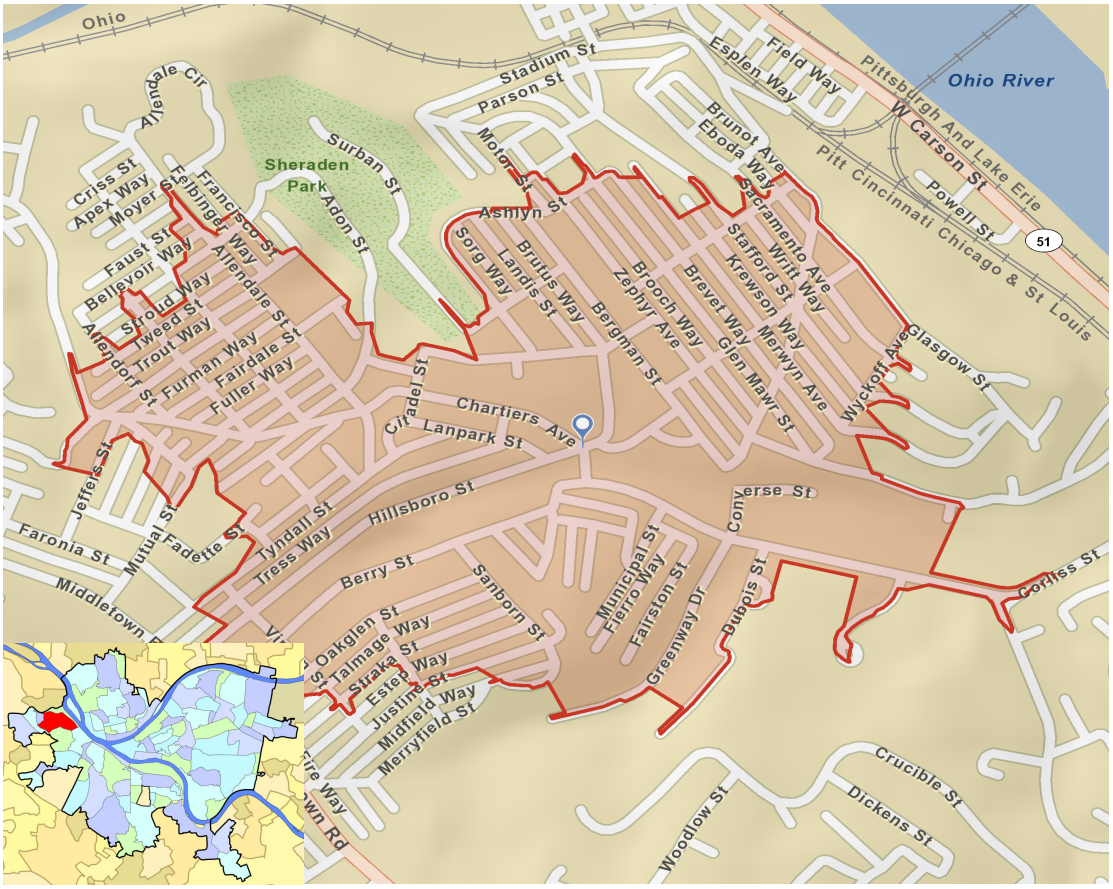
MARKET PROFILE

Chartiers Avenue Commercial District
Sheraden



2013 Business Summary

Number of Businesses:
127

Number of Employees:
955

Employees/Residential Population Ratio*:
0.27

Major Industries:
Manufacturing, Public Administration, 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	$4,203,092	$0	$4,203,092	100.0	0
Furniture & Home Furnishing Stores	$466,606	$0	$466,606	100.0	0
Electronics and Appliance Stores	$604,707	$5,981	$598,726	98.0	0
Building Materials, Garden Equip. & Supply Stores	$647,585	$182,317	$465,268	56.1	0
Food and Beverage Stores	$4,205,913	$3,584,214	$321,699	8.0	2
Health and Personal Care Stores	$1,443,636	$319,651	$1,123,985	63.7	2
Gasoline Stations	$2,494,114	$683,118	$1,810,997	57.0	1
Clothing & Clothing Accessories Stores	$1,342,676	$183,943	$1,158,733	75.9	2
Sporting Goods / Hobby / Music / Book Stores	$651,812	$100,215	$551,596	73.3	2
General Merchandise Stores	$3,374,449	$0	$3,374,449	100.0	0
Nonstore Retailers	$2,147,784	$766,764	$1,381,020	47.4	2
Food Services & Drinking Places	$2,260,646	$349,960	$1,910,686	73.2	4

**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.

Chartiers Avenue Commercial District

Demographic Data	2010	2013	2017 (Projected)	Annual Rate of Change (2013-2017)
Population	3,456	3,480	3,539	0.34%
Households	1,323	1,324	1,356	0.48%
Median Age	35.4	35.7	36.4	0.39%
% 0-9	13.4%	13.4%	13.4%	0.00%
% 10-14	7.7%	7.6%	7.8%	0.53%
% 19-24	15.6%	15.3%	14.2%	-1.44%
% 25-34	12.7%	12.9%	13.0%	0.16%
% 35-44	12.1%	11.9%	11.7%	-0.34%
% 45-54	15.8%	15.4%	14.4%	-1.30%
% 55-64	10.9%	11.4%	11.9%	0.88%
% 65+	11.6%	12.1%	13.6%	2.48%
Median Household Income	$50,108	$37,007	$43,758	3.65%
Average Household Income	$55,280	$43,801	$49,140	2.44%
Per Capita Income	$22,663	$17,456	$19,698	2.57%
Total Housing Units	1,591	1,590	1,601	0.14%
% Owner Occupied Units	48.9%	46.7%	48.5%	0.77%
% Renter Occupied Units	34.3%	36.6%	36.2%	-0.22%
% Vacant Housing Units	16.8%	16.7%	15.3%	-1.68%
Median Home Value	$81,802	$80,071	$85,088	1.25%

Traffic Count Profile	Closest Cross-Street	Count
Chartiers Ave	Faulkner St	5,077
Middletown Rd	Stratmore Ave	6,748
W Carson St	Edgecliff St	20,513
Corliss St	Rudd St	12,044
W Carson St	River Ave	12,393
W Prospect Ave	Mainsgate St	8,458
Steuben St	Cumberland St	10,055
Center St	Leslie St	2,108
River Ave	W Carson St	9,537
Chartiers Ave	Azalia St	23,282

Note: This profile measures the number of vehicles which travel through streets nearest to commercial corridor epicenter on a daily basis. All counts from 2009 unless otherwise noted.
*Year of count: 2009

2013 Households by Disposable Income	
<$15,000	21.4%
$15,000—$24,999	17.5%
$25,000—$34,999	16.8%
$35,000—$49,999	19.5%
$50,000—$74,999	18.8%
$75,000—$99,999	4.5%
$100,000—$149,999	1.6%
$150,000+	0.0%
Median Disposable Income	$30,853

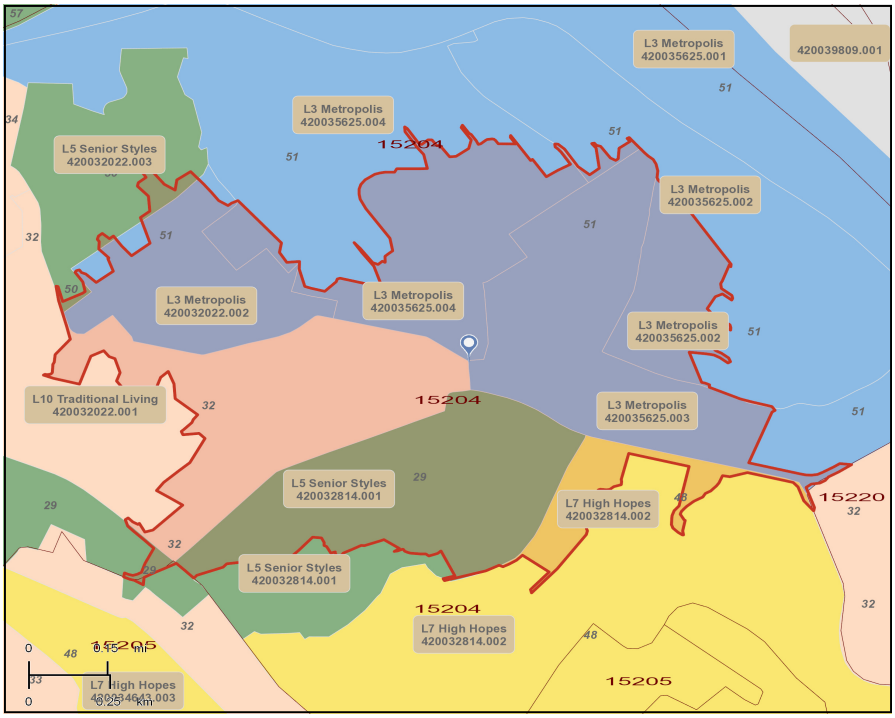
Note: Disposable income is after-tax household income.

2013 Educational Attainment (Ages 25+)	
No High School Diploma	19.4%
High School Diploma or Some College	60.8%
Associates Degree	6.9%
Bachelor's Degree	9.2%
Graduate or Professional Degree	3.8%

Spending Potential Index	
Apparel and Services	44
Computers and Accessories	62
Education	62
Entertainment / Recreation	67
Food at Home	68
Food away from Home	65
Health Care	68
Household Furnishing and Equipment	57
Investment	27
Miscellaneous	63
Shelter	63
Transportation	68
Travel	61
Total Expenditures	65

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.

Chartiers Avenue Commercial District



ESRI Tapestry Segmentation Area Profile

Neighborhood Quick Facts*

- 16th most populous neighborhood in Pittsburgh
- Number of bus lines in neighborhood: 6
- Persons per sq. mile: 6,084 (City average: 5,646)
- Walk Score: 53

* 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

Metro City Edge (66.4%)

Metro City Edge residents must spend their money wisely to ensure the welfare of their children. They tend to shop for groceries at Piggly Wiggly, Kroger, and Aldi but will go to superstores and wholesalers for bulk purchases of household and children's items. Some will have their vehicles serviced at auto parts chains. They eat at fast-food or family-style restaurants such as Old Country Buffet or Ryan's. They watch sitcoms, movies, news programs, courtroom shows, and sports such as pro wrestling on TV. Accessing the Internet at home isn't important. They go to the movies and professional football games and play basketball. They read music and baby magazines and listen to urban and contemporary hit radio.

Rustbelt Retirees (18.6%)

These hardworking folks are settled; many have lived in the same house for years. Loyal to country and community, they tend to be politically conservative. They participate in public activities and fund-raising, visit elected officials, and work for political parties or candidates. They belong to fraternal organizations, unions, and veterans' clubs. Practical people who take pride in their homes and gardens, Rustbelt Retirees buy home furnishings and work on remodeling projects to update their houses. They watch their pennies, use coupons, and look for bargains at discount stores and warehouse clubs. They own savings bonds and certificates of deposit and hold life insurance policies. They eat out at family restaurants such as Perkins and Friendly's and watch rented movies on DVD instead of going to the theater. They also go bowling, play cards and bingo, gamble in Atlantic City, and go to horse races. They watch home improvement shows, sports events, news programs, game shows, and old reruns on TV. Favorite channels include Home & Garden Television, the Hallmark Channel, and the Weather Channel. They listen to country, oldies, and sports radio and peruse the daily newspaper.

Rustbelt Traditions (14.4%)

These residents stick close to home; for years, they've lived, worked, shopped, and played in the same area. Not tempted by fads, they stick to familiar products and services. They drive domestic cars. They will spend money on their families, yard maintenance, and home improvements. They will hire contractors for special projects such as the installation of roofing, carpet, and flooring. These financially conservative residents prefer to bank at a credit union and have personal savings. They might carry a personal loan and hold low-value life and homeowner's insurance policies. They're frugal and shop for bargains at Sam's Club, JCPenney, and Kmart. They go online weekly to play games and shop. They go bowling, fishing, and hunting and attend car races, country music shows, and ice hockey games. They're big TV fans; they watch sitcoms and sports events. They also subscribe to cable and watch it regularly. Favorite channels are truTV, the Game Show Network, and the Disney Channel.

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**

Chartiers Avenue Commercial District

Business District Programs

The Pittsburgh Biz Buzz Small Grant Program

This program is designed 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

Mainstreets 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. Every $1 invested by Mainstreets Pittsburgh produces $31 in private investment for Pittsburgh neighborhoods.

To learn more about this program, contact Josette Fitzgibbons 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, a URA Mainstreets Development Specialist, at (412) 255-6550 or visit:
http://www.ura.org/business_owners/facade_program.php

New Storefront in Sheraden

Contacts

Sheraden Community Council:
http://
sheraden15204.blogspot.com/

Urban Redevelopment Authority of Pittsburgh:
www.ura.org

All data from ESRI Business Analyst 2013 unless otherwise noted.
[1]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

Building Pittsburgh with ura

MAINSTREETS PITTSBURGH