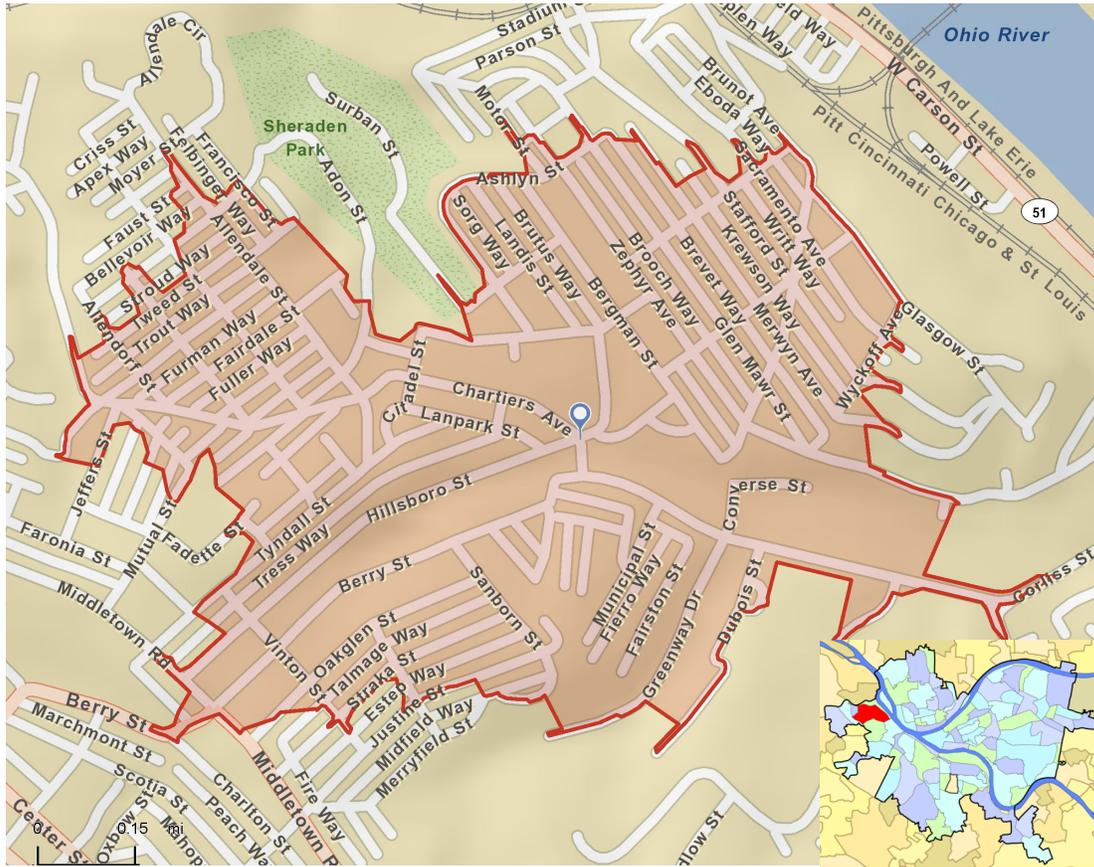


Chartiers Avenue Commercial District Sheraden



2015 Business Summary (2 Minute Drive Time)

Number of Businesses:
226

Number of Employees:
1,649

Employees/Residential
Population Ratio*:
0.35:1

Major Industries:
Food & Beverage Stores, Motor Vehicle
& Parts Dealers, Gasoline Stations

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	\$6,317,768	\$3,360,615	\$2,957,153	30.6	2
Furniture & Home Furnishing Stores	\$658,175	\$0	\$658,175	100.0	0
Electronics and Appliance Stores	\$796,316	\$0	\$796,316	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$937,223	\$328,294	\$608,929	48.1	1
Food and Beverage Stores	\$5,763,702	\$6,026,851	-\$263,149	-2.2	3
Health and Personal Care Stores	\$1,799,377	\$142,489	\$1,656,888	85.3	1
Gasoline Stations	\$3,135,152	\$4,462,495	-\$1,327,343	-17.5	2
Clothing & Clothing Accessories Stores	\$1,860,497	\$299,167	\$1,561,330	72.3	2
Sporting Goods / Hobby / Music / Book Stores	\$866,861	\$76,389	\$790,472	83.8	1
General Merchandise Stores	\$4,524,844	\$0	\$4,524,844	100.0	0
Nonstore Retailers	\$3,748,513	\$785,587	\$2,962,926	65.3	2
Food Services & Drinking Places	\$3,297,416	\$181,036	\$3,116,380	89.6	1

**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.

Chartiers Avenue Commercial District



Demographic Data	2010	2014	2019 (Projected)	Annual Rate of Change (2014-2019)
Population	4,711	4,690	4,697	0.03%
Households	1,875	1,889	1,903	0.15%
Median Age	36.4	36.5	36.8	0.16%
% 0-9	13.2%	13.2%	13.4%	0.30%
% 10-14	7.4%	6.3%	6.1%	-0.63%
% 15-24	15.0%	14.8%	12.9%	-2.57%
% 25-34	12.7%	14.0%	15.4%	2.00%
% 35-44	12.2%	11.5%	11.5%	0.00%
% 45-54	15.8%	13.8%	12.0%	-2.61%
% 55-64	11.4%	13.7%	13.9%	0.29%
% 65+	12.2%	12.8%	14.8%	3.13%
Median Household Income	***	\$33,450	\$40,299	4.10%
Average Household Income	***	\$43,036	\$50,133	3.30%
Per Capita Income	***	\$17,607	\$20,625	3.43%
Total Housing Units	2,209	2,243	2,273	0.27%
% Owner Occupied Units	52.4%	49.7%	49.5%	-0.08%
% Renter Occupied Units	32.5%	34.5%	34.2%	-0.17%
% Vacant Housing Units	15.1%	15.8%	16.3%	-0.63%
Median Home Value	***	\$88,359	\$106,161	4.03%

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 2012 unless otherwise noted.

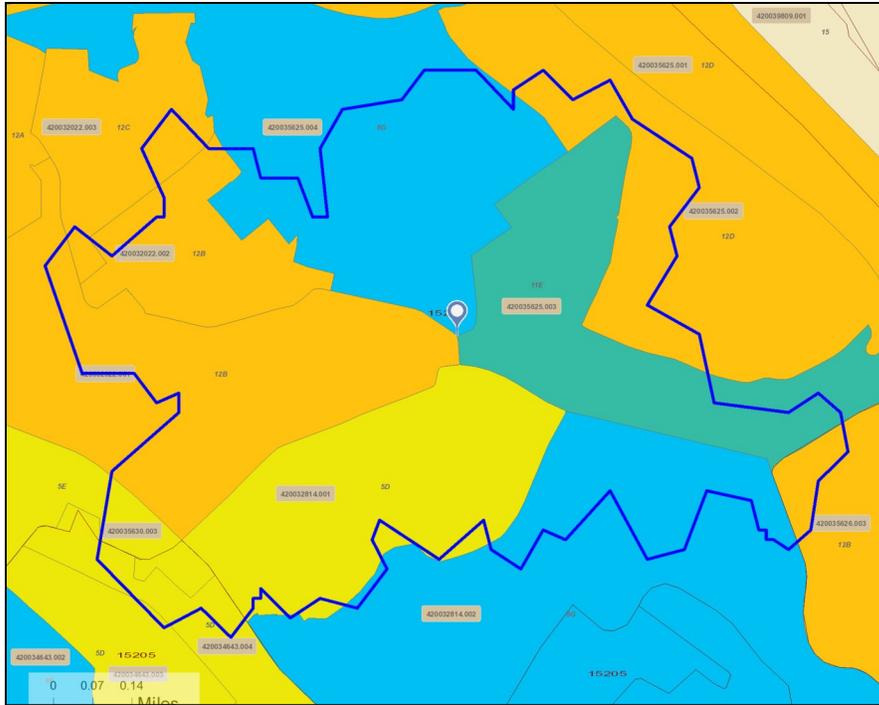
2014 Households by Disposable Income	
<\$15,000	25.8%
\$15,000—\$24,999	19.1%
\$25,000—\$34,999	12.7%
\$35,000—\$49,999	16.7%
\$50,000—\$74,999	17.4%
\$75,000—\$99,999	4.8%
\$100,000—\$149,999	3.1%
\$150,000+	0.3%
Median Disposable Income	\$28,268

Note: Disposable income is after-tax household income.

2014 Educational Attainment (Ages 25+)	
No High School Diploma	18.9%
High School Diploma or Some College	56.3%
Associates Degree	9.4%
Bachelor's Degree	9.8%
Graduate or Professional Degree	5.7%

Spending Potential Index	
Apparel and Services	41
Computers and Accessories	58
Education	58
Entertainment / Recreation	61
Food at Home	63
Food Away from Home	59
Health Care	62
Household Furnishing and Equipment	54
Investment	31
Retail Goods	59
Shelter	60
TV/Video/Audio	64
Travel	55
Vehicle Maintenance & Repair	60
Total Expenditures	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*

- 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

Traditional Living (30.8%)

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.

Rustbelt Traditions (19.7%)

The backbone of older industrial cities in states surrounding the Great Lakes, Rustbelt Traditions residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the work force is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. Rustbelt Traditions represents a large market of stable, hard-working consumers with modest incomes but above average net worth (Index 111). Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.

Hardscrabble Road (19.3%)

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.

City Commons (19.2%)

This segment is one of Tapestry's youngest and largest markets, primarily comprised of single-parent and single-person households living within large, metro cities. While more than a third have a college degree or spent some time in college, nearly a third have not finished high school, which has a profound effect on their economic circumstance. However, that has not dampened their aspiration to strive for the best for themselves and their children

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 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

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:jfitzgibbons@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



New Storefront in Sheraden

Contacts

Sheraden Community Council:
sheraden15204.blogspot.com/

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](mailto:jfitzgibbons@ura.org) 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