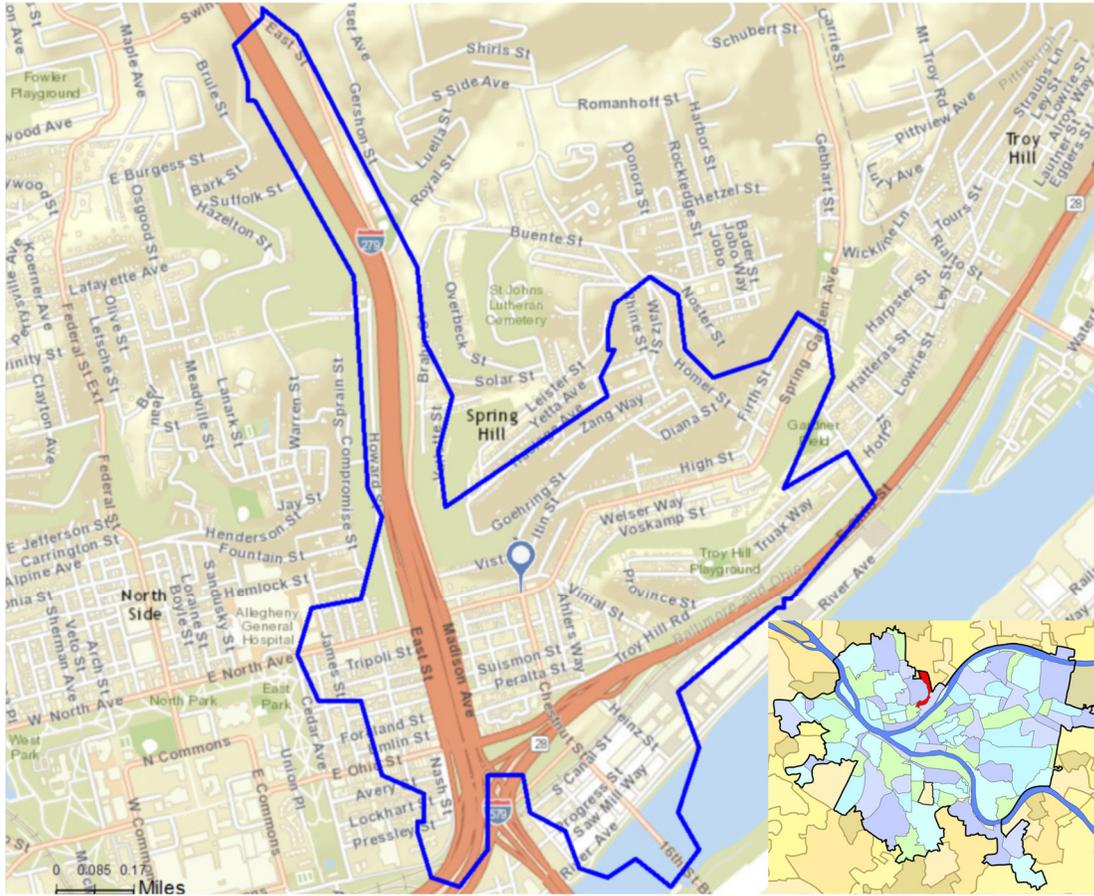


# Chestnut Street / Spring Garden Avenue Commercial Area

## Spring Garden



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

Number of Businesses:  
175

Number of Employees:  
1,511

Employees/Residential  
Population Ratio\*:  
0.51:1

Major Industries:  
Food & Beverage Stores, Food Services  
& Drinking Places, Health & Personal  
Care 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	\$7,680,401	\$0	\$7,680,401	100.0	0
Furniture & Home Furnishing Stores	\$996,094	\$1,156,422	-\$160,328	-7.4	1
Electronics and Appliance Stores	\$1,802,226	\$3,313,346	-\$1,511,120	-29.5	2
Building Materials, Garden Equip. & Supply Stores	\$1,443,506	\$775,246	\$668,260	30.1	1
Food and Beverage Stores	\$7,288,947	\$13,043,443	-\$5,754,496	-28.3	4
Health and Personal Care Stores	\$1,596,641	\$4,232,877	-\$2,636,236	-45.2	2
Gasoline Stations	\$2,485,793	\$3,112,009	-\$626,216	-11.2	1
Clothing & Clothing Accessories Stores	\$1,754,830	\$1,442,663	\$312,167	9.8	4
Sporting Goods / Hobby / Music / Book Stores	\$1,075,361	\$369,692	\$705,669	48.8	1
General Merchandise Stores	\$5,848,027	\$1,035,971	\$4,812,056	69.9	2
Nonstore Retailers	\$1,183,130	\$2,613,953	-\$1,430,823	-37.7	4
Food Services & Drinking Places	\$3,565,484	\$6,032,890	-\$2,467,406	-25.7	16

\*\*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.

# Chestnut Street / Spring Garden Avenue Commercial Area



Demographic Data	2010	2015	2020 (Projected)	Annual Rate of Change (2015-2020)
<b>Population</b>	3,025	2,974	2,960	-0.09%
<b>Households</b>	1,595	1,595	1,600	0.06%
<b>Median Age</b>	40.7	41.4	42.2	0.39%
% 0-9	9.0%	10.0%	9.7%	-0.60%
% 10-14	4.2%	3.3%	4.7%	8.48%
% 15-24	12.9%	11.7%	10.2%	-2.56%
% 25-34	16.7%	16.4%	14.9%	-1.83%
% 35-44	12.5%	12.8%	14.1%	2.03%
% 45-54	17.9%	14.5%	12.3%	-3.03%
% 55-64	13.0%	16.3%	16.6%	0.37%
% 65+	13.7%	15.0%	17.5%	3.33%
<b>Median Household Income</b>	***	\$29,952	\$35,278	3.56%
<b>Average Household Income</b>	***	\$43,225	\$49,478	2.89%
<b>Per Capita Income</b>	***	\$22,781	\$26,222	3.02%
<b>Total Housing Units</b>	2,097	2,097	2,098	0.01%
% Owner Occupied Units	33.8%	31.1%	30.5%	-0.39%
% Renter Occupied Units	42.3%	45.0%	45.8%	0.36%
% Vacant Housing Units	23.9%	23.9%	23.7%	-0.17%
<b>Median Home Value</b>	***	\$83,755	\$94,000	2.45%

Traffic Count Profile	Closest Cross-Street	Count
Chestnut ST	Peralta ST	5,797
E Ohio St	E Ohio St Ramp	17,360
Suismon St	I-279	8,284
Madison Ave	East St	13,288
E Ohio St	Chestnut St	24,896
Heinz St	N Canal St	16,902
Murat St	I-279	18,110
E Ohio St	Middle St	3,192
East St	Suffolk St	4,925

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.

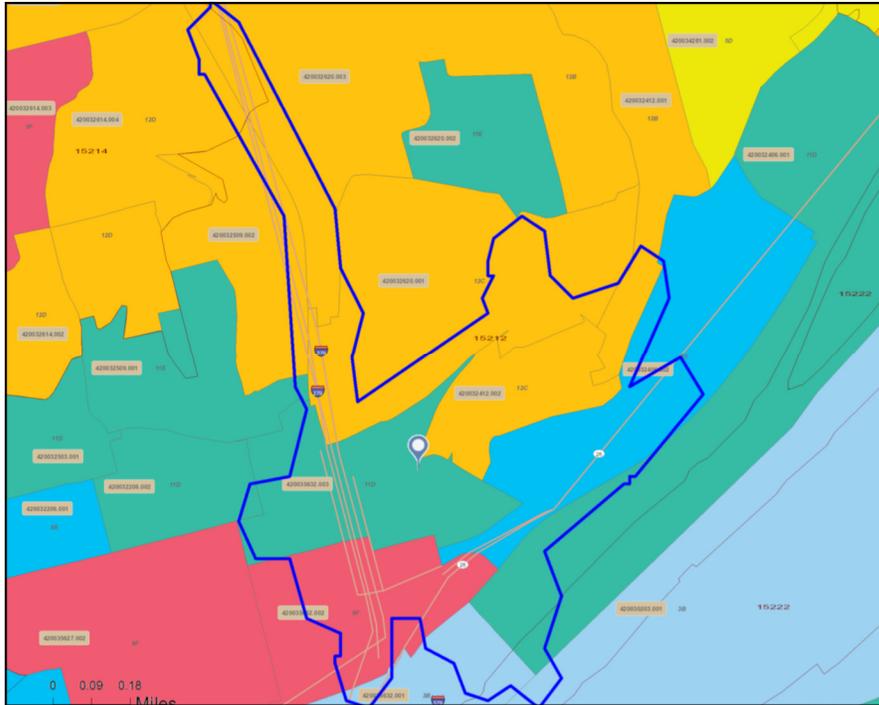
2015 Households by Disposable Income	
<\$15,000	33.7%
\$15,000—\$24,999	14.4%
\$25,000—\$34,999	14.4%
\$35,000—\$49,999	13.0%
\$50,000—\$74,999	13.4%
\$75,000—\$99,999	6.7%
\$100,000—\$149,999	3.8%
\$150,000+	0.7%
<b>Median Disposable Income</b>	\$26,046

Note: Disposable income is after-tax household income.

2015 Educational Attainment (Ages 25+)	
No High School Diploma	12.7%
High School Diploma or Some College	51.2%
Associates Degree	9.4%
Bachelor's Degree	16.0%
Graduate or Professional Degree	10.8%

Spending Potential Index	
<b>Apparel and Services</b>	60
<b>Computers and Accessories</b>	59
<b>Education</b>	57
<b>Entertainment / Recreation</b>	57
<b>Food at Home</b>	62
<b>Food Away from Home</b>	59
<b>Health Care</b>	58
<b>Household Furnishing and Equipment</b>	57
<b>Investment</b>	49
<b>Retail Goods</b>	59
<b>Shelter</b>	59
<b>TV/Video/Audio</b>	63
<b>Travel</b>	51
<b>Vehicle Maintenance &amp; Repair</b>	59
<b>Total Expenditures</b>	51

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\*

- Number of bus lines in neighborhood: 1
- Walk Score: 60

\* 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

#### Set to Impress

Set to Impress is depicted by medium to large multiunit apartments with lower than average rents. These apartments are often nestled into neighborhoods with other businesses or single-family housing. Nearly one in three residents is 20 to 34 years old, and over half of the homes are nonfamily households. Although many residents live alone, they preserve close connections with their family. Income levels are low; many work in food service while they are attending college. This group is always looking for a deal. They are very conscious of their image and seek to bolster their status with the latest fashion. Set to Impress residents are tapped into popular music and the local music scene.

#### Small Town Simplicity

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.

#### Hardscrabble Road

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.

#### 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 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)

## Contacts

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

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: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](http://www.ucsur.pitt.edu/neighborhood_reports_acs.php)