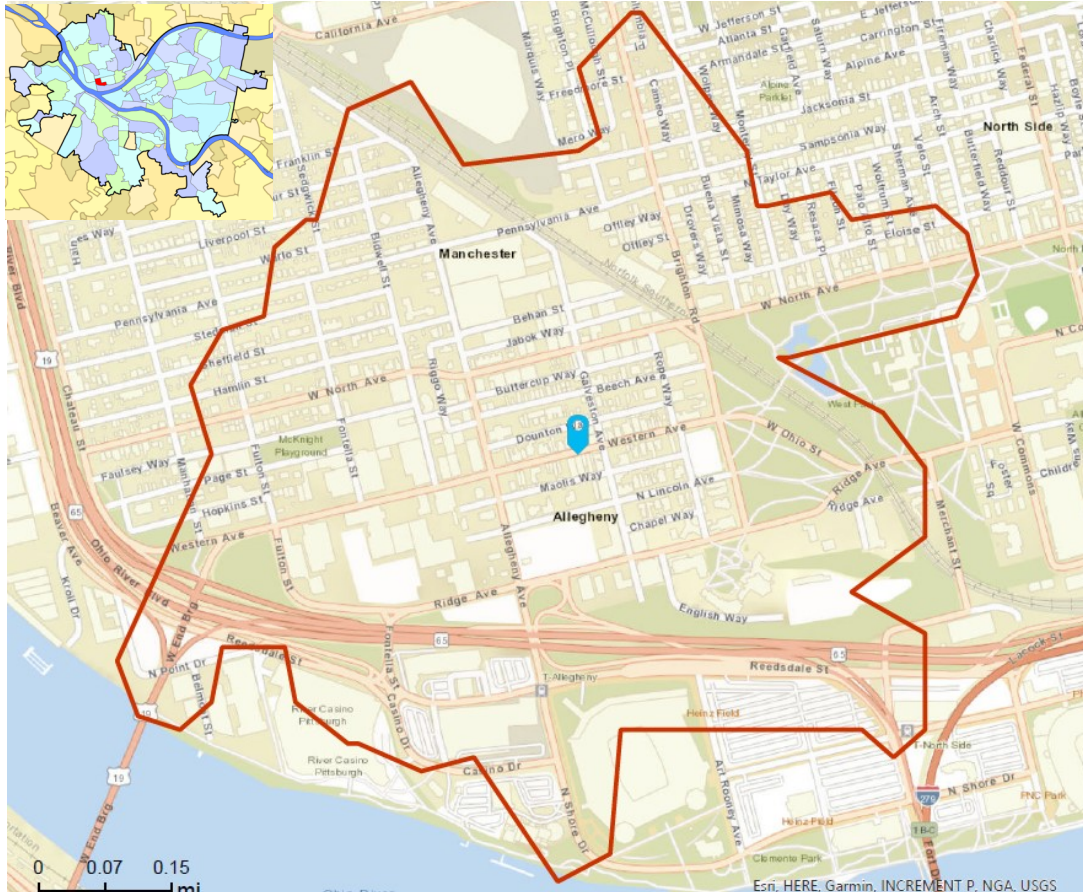


# MARKET PROFILE

## Western Avenue Commercial District Allegheny West



### 2021 Business Summary (2 Minute Drive Time)

Number of Businesses:  
229

Number of Employees:  
3,375

Employees/Residential  
Population Ratio\*:  
1.38:1

Major Commercial Industries:  
Eating and Drinking Places,  
Professional, Scientific & Tech Services

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	\$9,535,443	\$5,500,485	\$4,034,958	26.8	1
Furniture & Home Furnishing Stores	\$1,627,241	\$1,535,453	\$91,788	2.9	1
Electronics and Appliance Stores	\$1,531,087	\$8,232,929	-\$6,701,842	-68.6	2
Building Materials, Garden Equip. & Supply Stores	\$2,632,721	\$3,184,551	-\$551,830	-9.5	2
Food and Beverage Stores	\$8,561,920	\$5,458,718	\$3,103,202	22.1	3
Health and Personal Care Stores	\$2,760,747	\$776,272	\$1,984,475	56.1	1
Gasoline Stations	\$4,559,043	\$2,632,139	\$1,926,904	26.8	1
Clothing & Clothing Accessories Stores	\$2,628,681	\$896,301	\$1,732,380	49.1	1
Sporting Goods / Hobby / Music / Book Stores	\$1,341,949	\$643,961	\$697,988	35.1	3
General Merchandise Stores	\$6,920,081	\$2,022,951	\$4,897,130	54.8	2
Nonstore Retailers	\$920,929	\$0	\$920,929	100	0
Food Services & Drinking Places	\$4,862,938	\$4,928,602	-\$65,664	-0.7	18

\*\*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.

# Western Avenue Commercial District

Demographic Data	2010	2021	2026 (Projected)
<b>Population</b>	2,483	2,443	2,457
<b>Households</b>	1,462	1,464	1,484
<b>Median Age</b>	41.3	43.6	44.3
% 0-9	7.7%	7.0%	7.0%
% 10-14	4.3%	3.6%	3.5%
% 15-24	11.1%	10.2%	9.7%
% 25-34	18.8%	15.7%	16.2%
% 35-44	13.2%	15.5%	14.7%
% 45-54	16.0%	12.2%	12.4%
% 55-64	15.7%	15.8%	14.2%
% 65+	13.1%	19.9%	22.3%
<b>Median Household Income</b>	***	\$56,627	\$64,680
<b>Average Household Income</b>	***	\$87,393	\$100,528
<b>Per Capita Income</b>	***	\$49,995	\$57,922
<b>Total Housing Units</b>	1,462	1,464	1,484
% Owner Occupied Units	29.1%	26.2%	27.4%
% Renter Occupied Units	53.8%	55.3%	55.7%
% Vacant Housing Units	17.1%	18.4%	16.9%
<b>Median Home Value</b>	***	\$285,473	\$328,611

Traffic Count Profile	Closest Cross-Street	Count
Ridge Ave	Galveston Ave	5,667
Allegheny Ave	Maolis Way	7,900
Brighton Rd	N Lincoln Ave	3,656
Pa 65	Allegheny Ave	2,887
W North Ave	Riggo Way	3,893
Brighton Rd	Boquet St	3,936
W North Ave	Monterey St	12,043
Reedsdale St	Allegheny Ave	7,387
Allegheny Ave	Reedsdale St	3,402
Western Ave	Bidwell	5,673

Note: This profile measures the number of vehicles which travel through streets nearest to commercial corridor epicenter on a daily basis.

2021 Households by Disposable Income	
<\$15,000	18.5%
\$15,000—\$24,999	12.9%
\$25,000—\$34,999	9.0%
\$35,000—\$49,999	11.6%
\$50,000—\$74,999	15.9%
\$75,000—\$99,999	10.5%
\$100,000—\$149,999	13.1%
\$150,000+	8.7%
<b>Median Disposable Income</b>	\$46,870

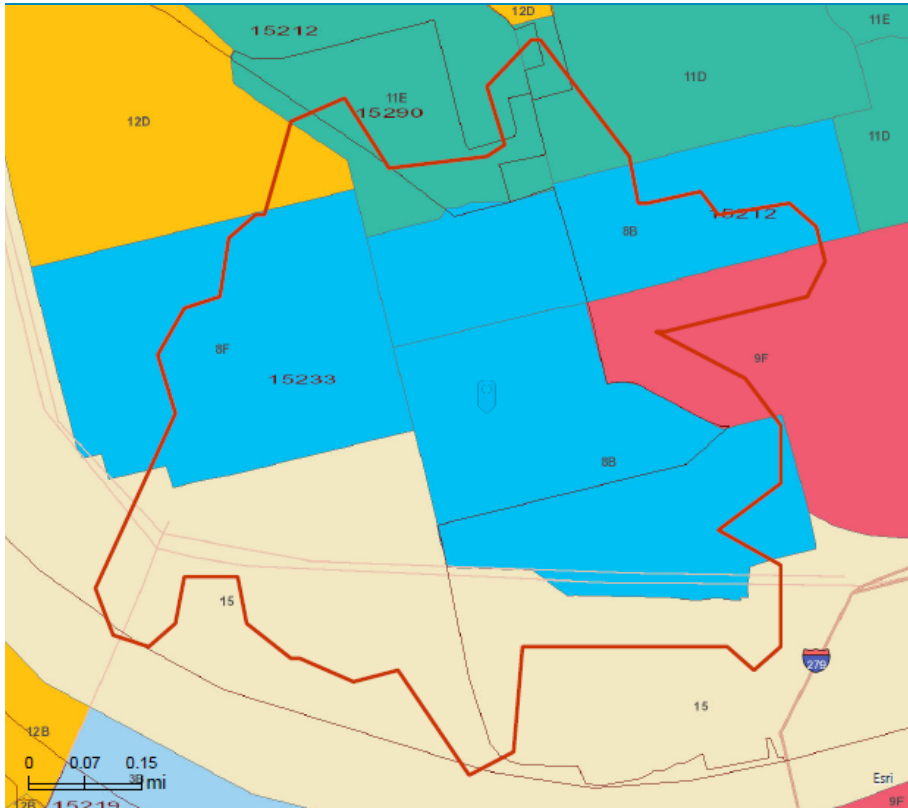
Note: Disposable income is after-tax household income.

2021 Educational Attainment (Ages 25+)	
No High School Diploma	3.7%
High School Diploma/GED or Some College	35.3%
Associates Degree	7.7%
Bachelor's Degree	29.8%
Graduate or Professional Degree	23.6%

Spending Potential Index	
<b>Apparel and Services</b>	98
<b>Computers and Accessories</b>	N/A
<b>Education</b>	93
<b>Entertainment / Recreation</b>	95
<b>Food at Home</b>	96
<b>Food Away from Home</b>	97
<b>Health Care</b>	94
<b>Household Furnishing and Equipment</b>	95
<b>Personal Care Products and Services</b>	97
<b>Shelter</b>	97
<b>Support Payments/Cash Contributions/Gifts in Kind</b>	96
<b>Travel</b>	93
<b>Vehicle Maintenance and Repairs</b>	98

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.

# Western Avenue Commercial District



## ESRI Tapestry Segmentation Area Profile

### Neighborhood Quick Facts\*

- Walk Score: 83
- Transit Score: 72
- Bike Score: 86

\* 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

#### Emerald City

Emerald City's denizens live in lower-density neighborhoods of urban areas throughout the country. Young and mobile, they are more likely to rent. Half have a college degree and a professional occupation. Incomes close to the US median income primarily from wages, investments, and self-employment. This group is highly connected, using the Internet for entertainment and making environmentally friendly purchases. Long hours on the Internet are balanced with time at the gym. Many embrace the "foodie" culture and enjoy cooking adventurous meals using local and organic foods. Music and art are

#### Old and Newcomers

This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support charity causes and are environmentally conscious. Age is not always obvious from their choices.

#### 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 are 20 to 34 years old, and a large portion are single person nonfamily households. Although many residents live alone, they preserve close connections with their families. Many work in food service while they are attending college.

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: <https://doc.arcgis.com/en/esri-demographics/data/tapestry-segmentation.htm>.**

# Western Avenue Commercial District

## Allegheny West Neighborhood

# URA Small Business Resources

No matter what your business needs, we are here to help.

The URA is committed to supporting Pittsburgh's next generation of creators, thinkers, innovators, and inventors by fostering new entrepreneurship and business expansion. We do this through a variety of business financing programs for small- and medium-sized business development and commercial real estate development. These are gap financing products work in conjunction with private equity and private debt to help your business close the financing for your business growth and expansion.

Our team also works with a large network of technical assistance providers and partners to help your business start, improve, and grow. Whether your business is considering a move to Pittsburgh, building a new facility to accommodate expansion, seeking working capital to underwrite growth, purchasing or leasing new equipment, or all of the above, we're here to help.

For more information on any these programs, please contact Lynnette Morris at [lmorris@ura.org](mailto:lmorris@ura.org) or visit us at [www.ura.org/pages/businesses-entrepreneurs](http://www.ura.org/pages/businesses-entrepreneurs).



## Contacts

Allegheny West Website:  
[www.alleghenywest.org](http://www.alleghenywest.org)

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

Northside Northshore Chamber of Commerce:  
[www.northsidechamberofcommerce.com](http://www.northsidechamberofcommerce.com)

Northside Community Development Fund:  
[www.nscdfund.org/](http://www.nscdfund.org/)

Urban Redevelopment Authority of Pittsburgh:  
[www.ura.org/](http://www.ura.org/)

All data from ESRI Business Analyst 2018 unless otherwise noted. <sup>1</sup>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](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).