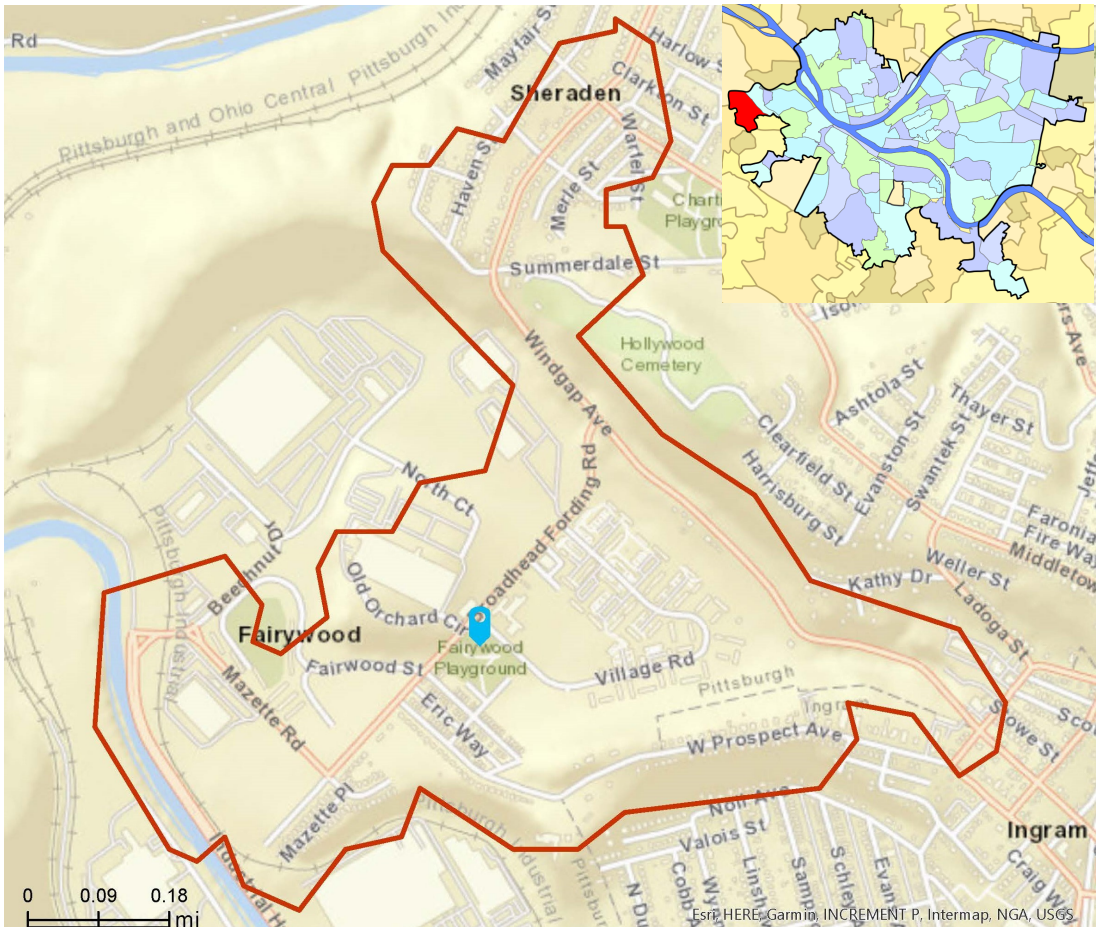
MARKET PROFILE

Fairywood Commercial District

Fairywood

ura
Urban Redevelopment Authority of Pittsburgh



2021 Business Summary (2 Minute Drive Time)

Number of Businesses:
13

Number of Employees:
425

Employees/Residential Population Ratio*:
0.28:1

Major Commercial Industries:
Food Stores

For more information on the neighborhood, visit:

PITTSBURGH CITYLIVING .COM

Marketplace Profile**	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	$4,354,214	$0	$4,354,214	100.0	0
Furniture & Home Furnishing Stores	$716,424	$0	$716,424	100.0	0
Electronics and Appliance Stores	$683,605	$0	$683,605	100.0	0
Building Materials, Garden Equip. & Supply Stores	$1,112,424	$0	$1,112,424	100.0	0
Food and Beverage Stores	$3,848,645	$0	$3,848,645	100.0	0
Health and Personal Care Stores	$1,227,687	$0	$1,227,687	100.0	0
Gasoline Stations	$2,102,657	$0	$2,102,657	100.0	0
Clothing & Clothing Accessories Stores	$1,158,528	$0	$1,158,528	100.0	0
Sporting Goods / Hobby / Music / Book Stores	$599,496	$0	$599,496	100.0	0
General Merchandise Stores	$3,083,333	$0	$3,083,333	100.0	0
Nonstore Retailers	$407,681	$0	$407,681	100.0	0
Food Services & Drinking Places	$2,154,601	$0	$2,154,601	100.0	0

**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.

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Demographic Data	2010	2021	2026 (Projected)
Population	1,544	1,514	1,502
Households	793	797	796
Median Age	29.9	31.1	31.9
% 0-9	8.3%	7.5%	7.8%
% 10-14	3.7%	3.0%	3.0%
% 15-24	24.4%	22.5%	22.0%
% 25-34	20.5%	23.2%	22.1%
% 35-44	9.3%	8.7%	9.9%
% 45-54	11.2%	7.9%	7.7%
% 55-64	11.5%	11.0%	9.2%
% 65+	11.1%	16.2%	18.5%
Median Household Income	***	$72,067	$75,270
Average Household Income	***	$78,112	$83,736
Per Capita Income	***	$37,535	$40,513
Total Housing Units	894	902	905
% Owner Occupied Units	35.9%	33.3%	33.7%
% Renter Occupied Units	52.8%	55.2%	54.3%
% Vacant Housing Units	11.3%	11.6%	12.0%
Median Home Value	***	$99,219	$109,722

Traffic Count Profile	Closest Cross -Street	Count
Mazette Rd	Fairywood St	4,050
Broadhead Ford-ing Rd	Village Rd	3,083
Rd 3067	Roswell Dr	2,403
Windgap Ave	Summerdale St	5,434

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	5.1%
$15,000—$24,999	4.3%
$25,000—$34,999	3.5%
$35,000—$49,999	13.6%
$50,000—$74,999	25.7%
$75,000—$99,999	29.0%
$100,000—$149,999	12.3%
$150,000+	6.8%
Median Disposable Income	$53,864

Note: Disposable income is after-tax household income.

2021 Educational Attainment (Ages 25+)	
No High School Diploma	5.2%
High School Diploma or Some College	44.3%
Associates Degree	11.5%
Bachelor's Degree	25.2%
Graduate or Professional Degree	13.7%

Spending Potential Index	
Apparel and Services	89
Computers and Accessories	N/A
Education	90
Entertainment / Recreation	85
Food at Home	86
Food Away from Home	89
Health Care	85
Household Furnishing and Equipment	84
Personal Care Products and Services	87
Shelter	87
Support Payments/Cash Contributions/Gifts in Kind	82
Travel	81
Vehicle Maintenance & Repairs	90

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.

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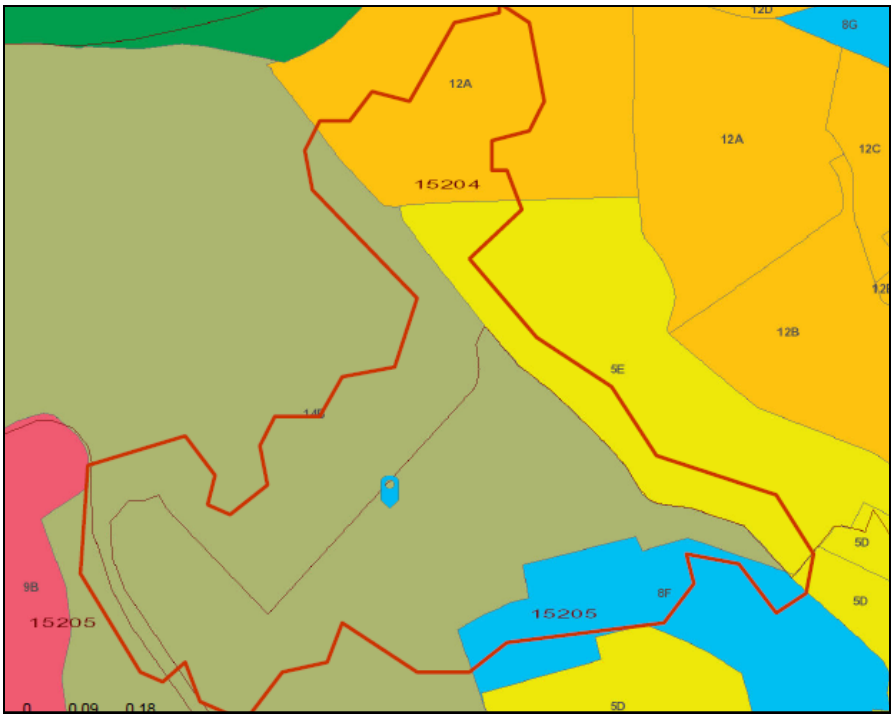

ESRI Tapestry Segmentation Area Profile

Neighborhood Quick Facts*

- Walk Score: 19
- Transit Score: 29
- Bike Score: 23

* 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

College Towns

About half the residents of College Towns are enrolled in college, while the rest work for a college or the services that support it. Students have busy schedules, but make time between studying and part-time jobs for socializing and sports. Students that are new to managing their own finances tend to make impulse buys and splurge on the latest fashions. This digitally engaged group uses computers and cell phones for all aspects of life including shopping, school work, news, social media, and entertainment. College Towns are all about new experiences, and residents seek out variety and adventure in their lives.

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.

Family Foundations

Family and faith are the cornerstones of life in these communities. Older children, still living at home, working toward financial independence, are common within these households. Neighborhoods are stable: little household growth has occurred for more than a decade. Many residents work in the health care industry or public administration across all levels of government. Style is important to these consumers, who spend on clothing for themselves and their children, as well as on smartphones

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.**

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Fairywood 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 or visit us at www.ura.org/pages/businesses-entrepreneurs.

Contacts

Urban Redevelopment Authority of Pittsburgh:
www.ura.org

All data from ESRI Business Analyst 2018 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.

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