MARKET PROFILE
Banksville Road Commercial District
Banksville

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Urban
Redevelopment
Authority
of Pittsburgh
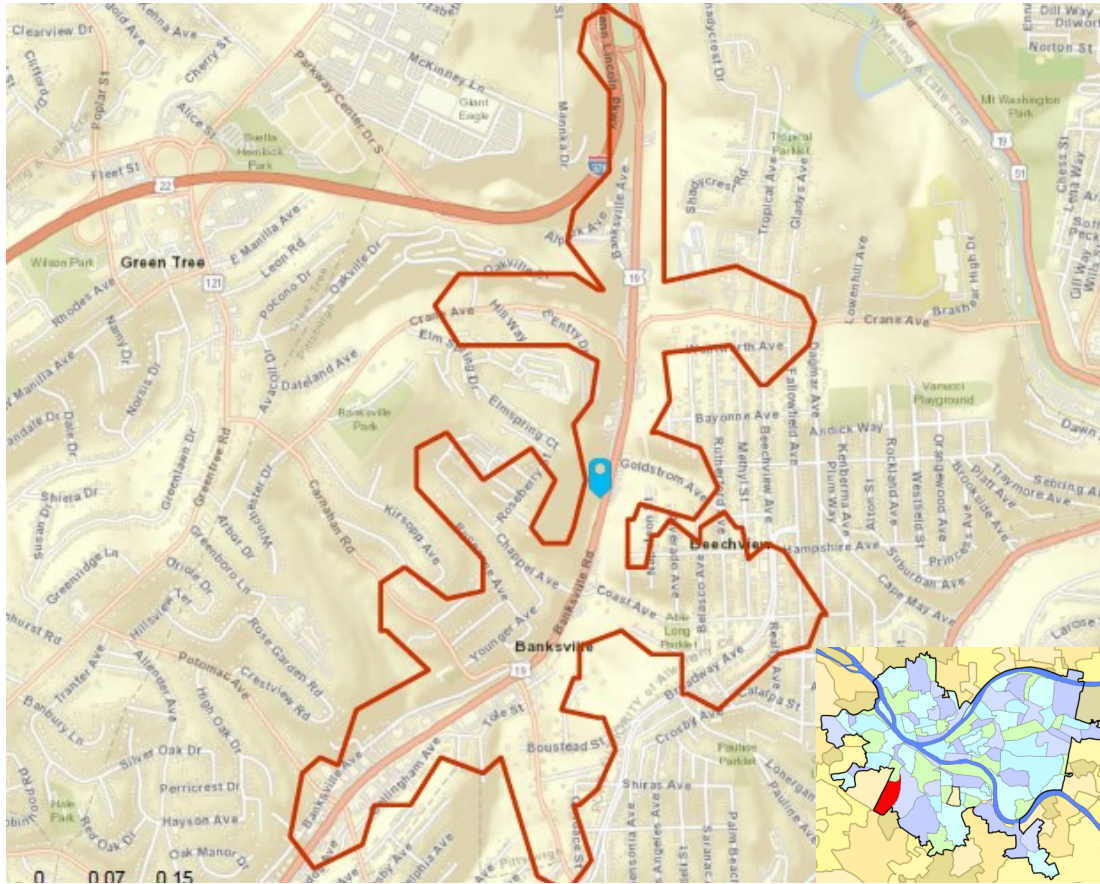
2021 Business Summary
(*2 Minute Drive Time***)**

Number of Businesses:
69

Number of Employees:
613

Employees/Residential
Population Ratio*:
0.36:1

Major Commercial Industries:
Eating & Drinking Places, Health Care & Social Assistance, Construction

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	$4,473,727	$889,029	$3,584,698	66.8	1
Furniture & Home Furnishing Stores	$731,375	$0	$731,375	100.0	0
Electronics and Appliance Stores	$677,297	$1,854,493	-$1,177,196	-46.5	1
Building Materials, Garden Equip. & Supply Stores	$1,290,035	$2,631,066	-$1,341,031	-34.2	1
Food and Beverage Stores	$3,925,195	$6,488,894	-$2,563,699	-24.6	3
Health and Personal Care Stores	$1,307,282	$1,757,059	-$449,777	-14.7	1
Gasoline Stations	$2,125,729	$0	$2,125,729	100.0	0
Clothing & Clothing Accessories Stores	$1,133,686	$0	$1,133,686	100.0	0
Sporting Goods / Hobby / Music / Book Stores	$597,653	$0	$597,653	100.0	0
General Merchandise Stores	$3,132,439	$0	$3,132,439	100.0	0
Nonstore Retailers	$431,591	$0	$431,591	100.0	0
Food Services & Drinking Places	$2,123,377	$5,337,653	-$3,214,276	-43.1	6

**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.

Banksville Road Commercial District

Demographic Data	2010	2021	2026 (Projected)
Population	1,708	1,713	1,711
Households	747	763	766
Median Age	36.3	39.4	40.9
% 0-9	10.4%	9.6%	9.7%
% 10-14	4.0%	4.5%	4.6%
% 15-24	14.1%	8.8%	9.5%
% 25-34	19.8%	19.3%	15.8%
% 35-44	11.5%	15.5%	16.2%
% 45-54	14.4%	10.8%	11.9%
% 55-64	11.8%	13.3%	11.5%
% 65+	11.9%	18.1%	20.7%
Median Household Income	***	$62,525	$68,877
Average Household Income	***	$70,731	$77,934
Per Capita Income	***	$32,683	$36,163
Total Housing Units	356	356	356
% Owner Occupied Units	50.6%	47.7%	48.4%
% Renter Occupied Units	36.3%	39.2%	38.4%
% Vacant Housing Units	13.1%	13.1%	13.6%
Median Home Value	***	$110,309	$147,802

Traffic Count Profile	Closest Cross-Street	Count
Broadway Ave	Chappel Ave	12,850
Carnahan Rd	Woodcove Pl	5,115
Wenzell Ave	Broadway Ave	7,801
Banksville Rd	Goldstrom Ave	11,101
Potomac Ave	Banksville Rd	9,983

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	8.7%
$15,000—$24,999	9.6%
$25,000—$34,999	11.9%
$35,000—$49,999	17.4%
$50,000—$74,999	29.9%
$75,000—$99,999	12.8%
$100,000—$149,999	8.4%
$150,000+	1.4%
Median Disposable Income	$51,151

Note: Disposable income is after-tax household income.

Spending Potential Index	
Apparel and Services	79
Computers and Accessories	N/A
Education	69
Entertainment / Recreation	80
Food at Home	79
Food Away from Home	77
Health Care	82
Household Furnishing and Equipment	78
Personal Care Products & Services	80
Retail Goods	N/A
Shelter	76
Support Payments/Cash Contributions/Gifts in Kind	76
Travel	74
Vehicle Maintenance and Repair	82

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.

2018 Educational Attainment (Ages 25+)	
No High School Diploma	9.8%
High School Diploma or Some College	46.5%
Associates Degree	11.1%
Bachelor's Degree	24.5%
Graduate or Professional Degree	8.2%

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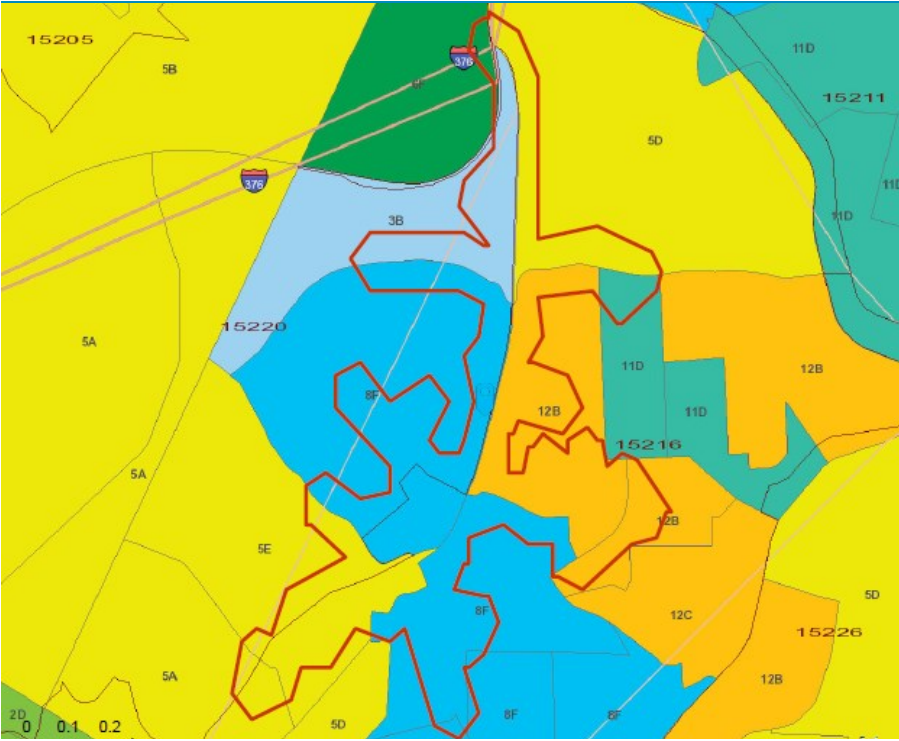
ESRI Tapestry Segmentation Area Profile

Neighborhood Quick Facts*

- Walk Score: 35

- Transit Score: 39

- Bike Score: 26

TAPESTRY SEGMENT DESCRIPTIONS

Traditional Living

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

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.

Midlife Constants

Midlife Constants residents are seniors, at or approaching retirement, with below average labor force participation and above average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous, but not spendthrifts.

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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Banksville 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. ¹Data 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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