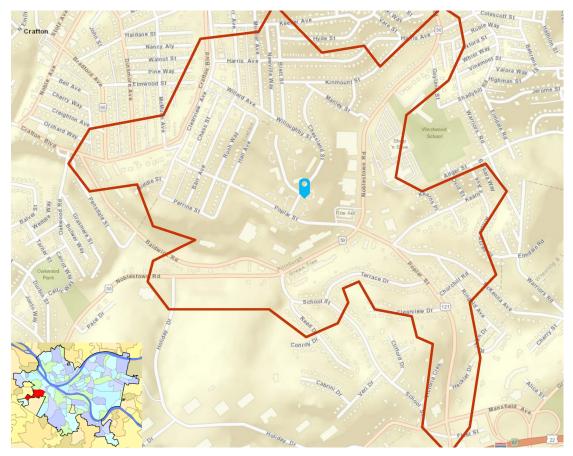MARKET PROFILE
Noblestown Road Commercial District
Westwood/Oakwood

ura

Urban
Redevelopment
Authority
of Pittsburgh

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

Number of Businesses:
88

Number of Employees:
919

Employees/Residential
Population Ratio*:
0.39:1

Major Commercial Industries:
Eating & Drinking Places, Health
Services, Food Services & Drinking
Places

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	$6,416,526	$0	$6,416,526	100.0	0
Furniture & Home Furnishing Stores	$1,099,057	$0	$1,099,057	100.0	0
Electronics and Appliance Stores	$1,013,292	$1,056,633	-$43,341	-2.1	1
Building Materials, Garden Equip. & Supply Stores	$1,964,959	$141,434	$1,823,525	86.6	1
Food and Beverage Stores	$5,691,989	$5,678,632	$13,357	0.1	2
Health and Personal Care Stores	$1,905,373	$2,650,772	-$745,399	-16.4	2
Gasoline Stations	$3,018,778	$0	$3,018,778	100.0	0
Clothing & Clothing Accessories Stores	$1,728,977	$0	$1,728,977	100.0	0
Sporting Goods / Hobby / Music / Book Stores	$885,948	$0	$885,948	100.0	0
General Merchandise Stores	$4,615,361	$1,826,389	$2,788,972	43.3	1
Nonstore Retailers	$645,824	$0	$645,824	100.0	0
Food Services & Drinking Places	$3,184,496	$4,116,839	-$932,343	-12.8	9

**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.

Noblestown Road Commercial District

Demographic Data	2010	2021	2026 (Projected)
Population	2,300	2,340	2,369
Households	1,162	1,190	1,209
Median Age	41.0	42.8	43.9
% 0-9	10.1%	9.9%	9.8%
% 10-14	4.8%	5.3%	5.4%
% 15-24	11.0%	8.8%	9.6%
% 25-34	16.3%	12.9%	11.4%
% 35-44	12.7%	16.5%	15.7%
% 45-54	14.6%	12.2%	13.6%
% 55-64	13.2%	13.4%	12.4%
% 65+	17.1%	20.9%	22.2%
Median Household Income	***	$59,123	$64,926
Average Household Income	***	$74,063	$82,476
Per Capita Income	***	$35,087	$39,289
Total Housing Units	1,239	1,261	1,270
% Owner Occupied Units	56.7%	51.0%	52.5%
% Renter Occupied Units	37.1%	43.4%	42.7%
% Vacant Housing Units	6.2%	5.6%	4.8%
Median Home Value	***	$143,252	$181,624

Traffic Count Profile	Closest Cross-Street	Count
Noblestown Rd	School St	6,463
Noblestown Rd	Guyland St	9,500
Brett St	Harris Ave	462
Poplar Street	Clearview Dr	8,898
Poplar St	Clearview Dr	9,100
Warriors Rd	Barbara Way	3,002
Mansfield Ave	Poplar St	16,000

Note: This profile measures the number of vehicles which travel through streets nearest to commercial corridor epicenter on a daily basis. All counts from 2015 unless otherwise noted. *From 2012.

2021 Households by Disposable Income	
<$15,000	9.2%
$15,000—$24,999	14.0%
$25,000—$34,999	11.0%
$35,000—$49,999	15.8%
$50,000—$74,999	22.7%
$75,000—$99,999	12.4%
$100,000—$149,999	12.0%
$150,000+	2.7%
Median Disposable Income	$49,837

Note: Disposable income is after-tax household income.

Spending Potential Index	
Apparel and Services	81
Computers and Accessories	N/A
Education	79
Entertainment / Recreation	81
Food at Home	80
Food away from Home	79
Health Care	83
Household Furnishing and Equipment	81
Personal Care Products and Services	82
Shelter	80
Support Payments/Cash Contributions/Gifts in Kind	80
Travel	80
Vehicle Maintenance & Repair	82

2021 Educational Attainment (Ages 25+)	
No High School Diploma	8.2%
High School Diploma or Some College	44.2%
Associates Degree	10.2%
Bachelor's Degree	26.9%
Graduate or Professional Degree	10.4%

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.

Noblestown Road Commercial District

ESRI Tapestry Segmentation Area Profile

Neighborhood Quick Facts*

- Walk Score: 71
- Transit Score: 35
- Bike Score: 29

* 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

Rustbelt Traditions

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 an average net worth of nearly $400,000. Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.

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.

Parks and Rec

These suburbanites have achieved the dream of home ownership. They have purchased homes that are within their means. Their homes are older, and town homes and duplexes are not uncommon. Many of these families are two-income married couples approaching retirement age; they are comfortable in their jobs and their homes, budget wisely, but do not plan on retiring anytime soon or moving. Neighborhoods are well established, as are the amenities and programs that supported their now independent children through school and college. The appeal of these kid-friendly neighborhoods is now attracting a new generation of young couples.

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.

Urban Redevelopment Authority
of Pittsburgh