

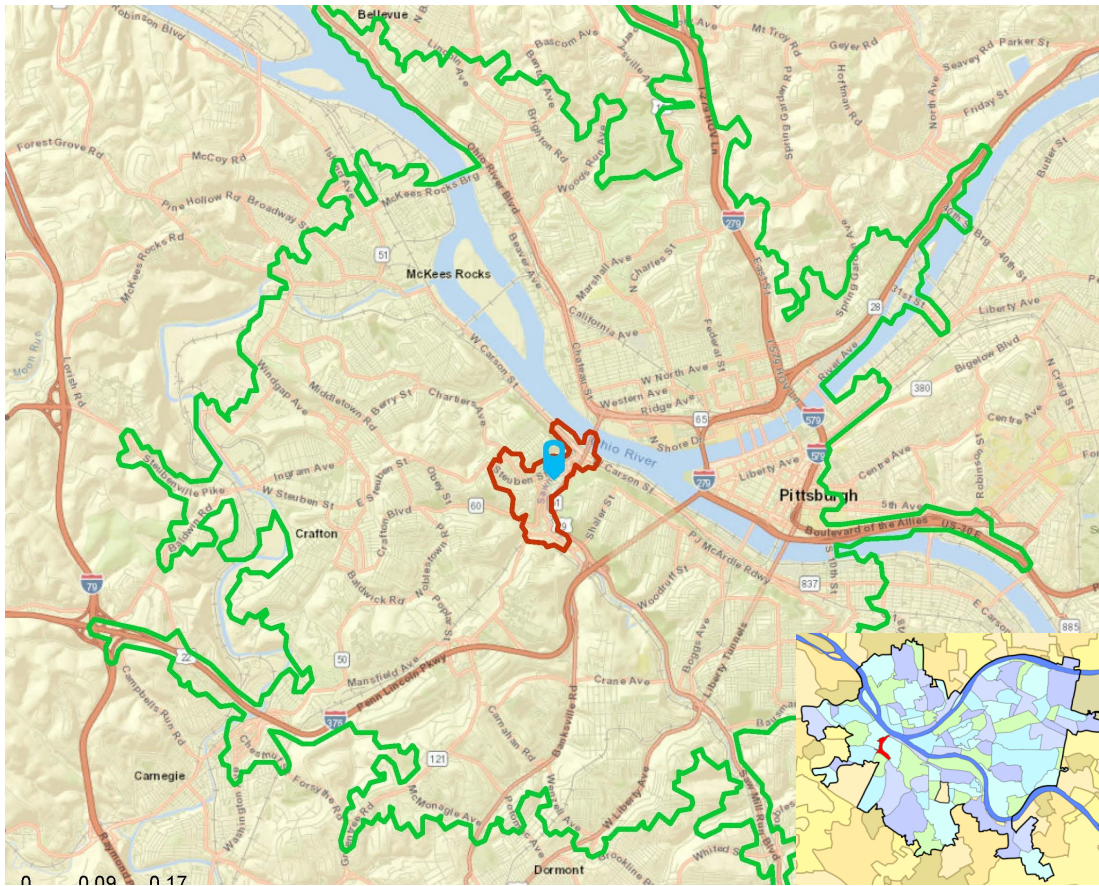
MARKET PROFILE

South Main Street Commercial District

West End



Urban
Redevelopment
Authority
of Pittsburgh



2021 Business Summary (2 Minute Drive Time)

Number of Businesses:
106

Number of Employees:
1,446

Employees/Residential
Population Ratio*:
1.39:1

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

For more information on the
neighborhood, visit:



Spending Potential Index	2 Minute Drive	10 Minute Drive
Apparel and Services	61	84
Computers and Accessories	N/A	N/A
Education	52	79
Entertainment / Recreation	60	82
Food at Home	62	84
Food Away from Home	60	83
Health Care	64	84
Household Furnishing and Equipment	59	81
Personal Care Products and Services	61	84
Shelter	57	82
Support Payments/Cash Contributions/Gifts in Kind	55	78
Travel	54	77
Vehicle Maintenance & Repair	64	85

2021 Households by Disposable Income	2 Minute Drive Time	10 Minute Drive Time
<\$15,000	21.0%	16.0%
\$15,000—\$24,999	15.3%	12.5%
\$25,000—\$34,999	12.4%	10.6%
\$35,000—\$49,999	15.1%	15.0%
\$50,000—\$74,999	23.7%	20.8%
\$75,000—\$99,999	6.9%	10.1%
\$100,000—\$149,999	4.8%	10.5%
\$150,000+	0.8%	4.5%
Median Disposable Income	\$35,978	\$44,832

Note: Disposable income is after-tax household income.

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.

*This ratio indicates the number of employees working in the area versus the number of residents. A higher ratio indicates more commercial presence.

South Main Street Commercial District

Demographic Data: 2 Minute Drive Time	2010	2021	2026 (Projected)
Population	1,091	1,042	1,024
Households	489	477	473
Median Age	38.1	40.6	41.7
% 0-9	11.3%	11.2%	11.1%
% 10-14	6.2%	5.8%	6.0%
% 15-24	16.3%	10.2%	10.6%
% 25-34	12.5%	15.9%	12.0%
% 35-44	12.9%	12.0%	14.7%
% 45-54	16.1%	12.7%	11.7%
% 55-64	12.6%	15.0%	14.0%
% 65+	12.0%	17.2%	20.0%
Median Household Income	***	\$43,601	\$50,000
Average Household Income	***	\$53,827	\$59,743
Per Capita Income	***	\$24,567	\$27,508
Total Housing Units	630	631	631
% Owner Occupied Units	37.6%	34.4%	34.4%
% Renter Occupied Units	40.0%	41.2%	40.6%
% Vacant Housing Units	22.4%	24.4%	25.0%
Median Home Value	***	\$69,540	\$76,648

Demographic Data: 10 Minute Drive Time	2010	2021	2026 (Projected)
Population	124,871	124,567	124,616
Households	54,560	55,967	56,565
Median Age	36.2	38.3	39.4
% 0-9	9.9%	9.1%	9.0%
% 10-14	4.7%	4.5%	4.4%
% 15-24	17.3%	14.9%	15.0%
% 25-34	16.6%	16.7%	15.4%
% 35-44	11.8%	13.1%	13.7%
% 45-54	14.3%	11.1%	11.2%
% 55-64	11.9%	12.8%	11.4%
% 65+	13.4%	17.7%	19.9%
Median Household Income	***	\$54,750	\$59,990
Average Household Income	***	\$74,581	\$83,930
Per Capita Income	***	\$33,799	\$38,367
Total Housing Units	64,144	66,453	66,984
% Owner Occupied Units	43.9%	39.5%	39.8%
% Renter Occupied Units	41.1%	44.7%	44.6%
% Vacant Housing Units	14.9%	15.8%	15.6%
Median Home Value	***	\$127,025	\$165,443

Traffic Count Profile	Closest Cross-Street	Count
Independence St	Saw Mill Run Blvd	10,583
W Carson St	S Main St	25,992
Steuben St	Sanctus St	10,547
W End Brg	Westend Brg	36,858
S Main St	Sanctus St	9,823
Saw Mill Run Blvd	State Hwy60	3,044
Greenleaf St	Fingal St	875
Saw Mill Run Blvd	Shaler St	26,976
Steuben Street	W Carson St	11,605
US Hwy 19	Independence St	17,559

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

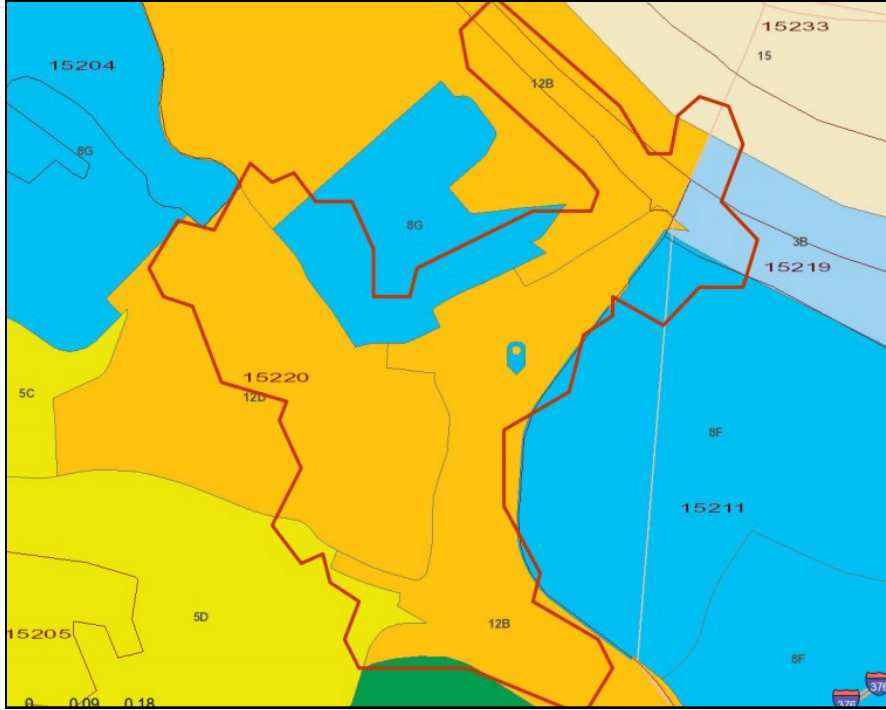
South Main Street Commercial District

Marketplace Profile**: 2 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$2,343,683	\$0	\$2,343,683	100.0	0
Furniture & Home Furnishing Stores	\$379,114	\$11,629,094	-\$11,249,980	-93.7	5
Electronics and Appliance Stores	\$347,330	\$0	\$347,330	100.0	0
Building Materials, Garden Equip. & Supply Stores	\$648,082	\$4,823,158	-\$4,175,076	-76.3	6
Food and Beverage Stores	\$2,059,991	\$278,687	\$1,781,304	76.2	1
Health and Personal Care Stores	\$684,508	\$0	\$684,508	100.0	0
Gasoline Stations	\$1,131,435	\$0	\$1,131,435	100.0	0
Clothing & Clothing Accessories Stores	\$577,727	\$233,228	\$344,499	42.5	1
Sporting Goods / Hobby / Music / Book Stores	\$303,372	\$491,911	-\$188,539	-23.7	1
General Merchandise Stores	\$1,617,396	\$0	\$1,617,396	100.0	0
Nonstore Retailers	\$219,519	\$133,365	\$86,154	24.4	1
Food Services & Drinking Places	\$1,080,687	\$1,584,314	-\$503,627	-18.9	7
Marketplace Profile**: 10 Minute Drive Time	Retail Potential (Demand)	Retail Sales (Supply)	Retail Gap	Leakage/ Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$304,292,652	\$376,086,124	-\$71,793,472	-10.6	70
Furniture & Home Furnishing Stores	\$50,362,575	\$48,000,455	\$2,362,120	2.4	28
Electronics and Appliance Stores	\$47,073,426	\$74,299,545	-\$27,226,119	-22.4	42
Building Materials, Garden Equip. & Supply Stores	\$85,068,735	\$91,530,744	-\$6,462,009	-3.7	54
Food and Beverage Stores	\$270,661,953	\$323,592,763	-\$52,930,810	-8.9	129
Health and Personal Care Stores	\$88,693,592	\$128,584,098	-\$39,890,506	-18.4	70
Gasoline Stations	\$145,520,396	\$172,083,383	-\$26,562,987	-8.4	27
Clothing & Clothing Accessories Stores	\$79,984,504	\$101,596,302	-\$21,611,798	-11.9	100
Sporting Goods / Hobby / Music / Book Stores	\$41,431,287	\$34,997,909	\$6,433,378	8.4	41
General Merchandise Stores	\$216,168,121	\$63,969,502	\$152,198,619	54.3	33
Nonstore Retailers	\$29,445,719	\$332,923,356	-\$303,477,637	-83.7	27
Food Services & Drinking Places	\$148,615,725	\$379,539,607	-\$230,923,882	-43.7	588

2021 Educational Attainment (Ages 25+)	2 Minute Drive Time	10 Minute Drive Time
No High School Diploma	3.2%	7.3%
High School Diploma or Some College	65.7%	46.8%
Associates Degree	10.5%	9.6%
Bachelor's Degree	8.6%	23.2%
Graduate or Professional Degree	12.0%	13.2%

**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.

South Main Street Commercial District



2 Minute Drive Tapestry Segmentation Area Profile

Neighborhood Quick Facts*

- Walk Score: 41
- Transit Score: 54
- Bike Score: 14

* 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

Modest Income Homes

Families in this urban segment may be nontraditional; however, their religious faith and family values guide their modest lifestyles. Many residents are primary caregivers to their elderly family members. Jobs are not always easy to come by, but wages and salary income are still the main sources of income for most households. Reliance on Social Security and public assistance income is necessary to support single-parent and multigenerational families. High poverty rates in this market make it difficult to make ends meet. Rents are relatively low (Index 70), public transportation is available, and Medicaid can assist families in need.

Traditional Living

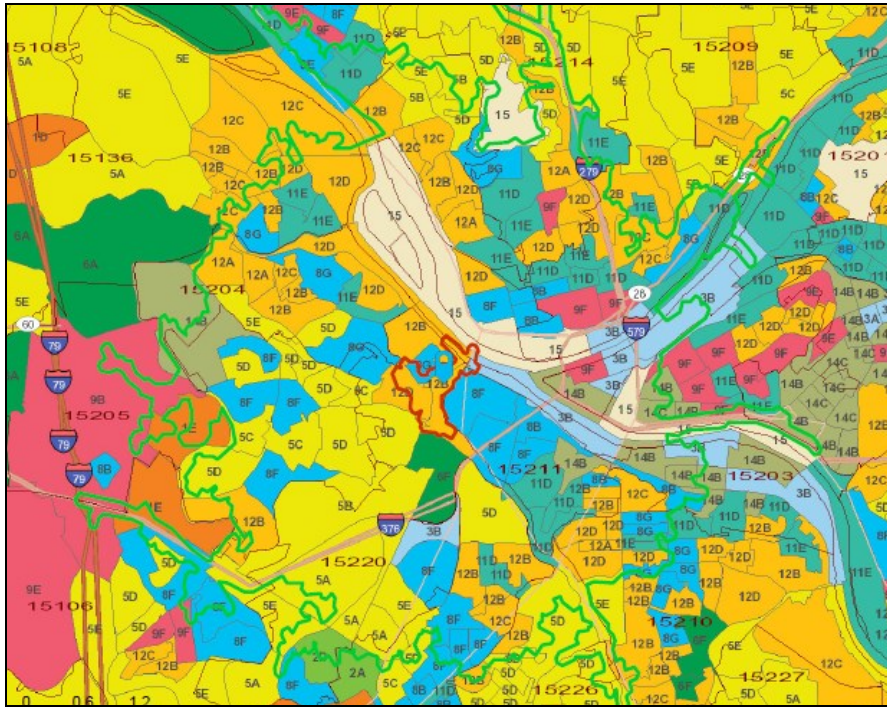
Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, 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 style and fun.

Hometown Heritage

Hometown Heritage neighborhoods are in urbanized areas within central cities, with older housing, located mainly in the Midwest and South. This slightly smaller market is primarily a family market, married couples (with and without children) and single parents. They work mainly in service, manufacturing, and retail trade industries. 60% of households are renters, living primarily in single-family homes, with a higher proportion of dwellings in 2-4 unit buildings.

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>.**

South Main Street Commercial District



10 Minute Drive Tapestry Segmentation Area Profile

Neighborhood Quick Facts*

- Number of bus lines in neighborhood: 9

* 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.

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. 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.

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South Main Street Commercial District

West End 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.

Urban Redevelopment Authority
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Last Updated August 2021