# MARKET PROFILE
Dobson Street Commercial District
Polish Hill

ura

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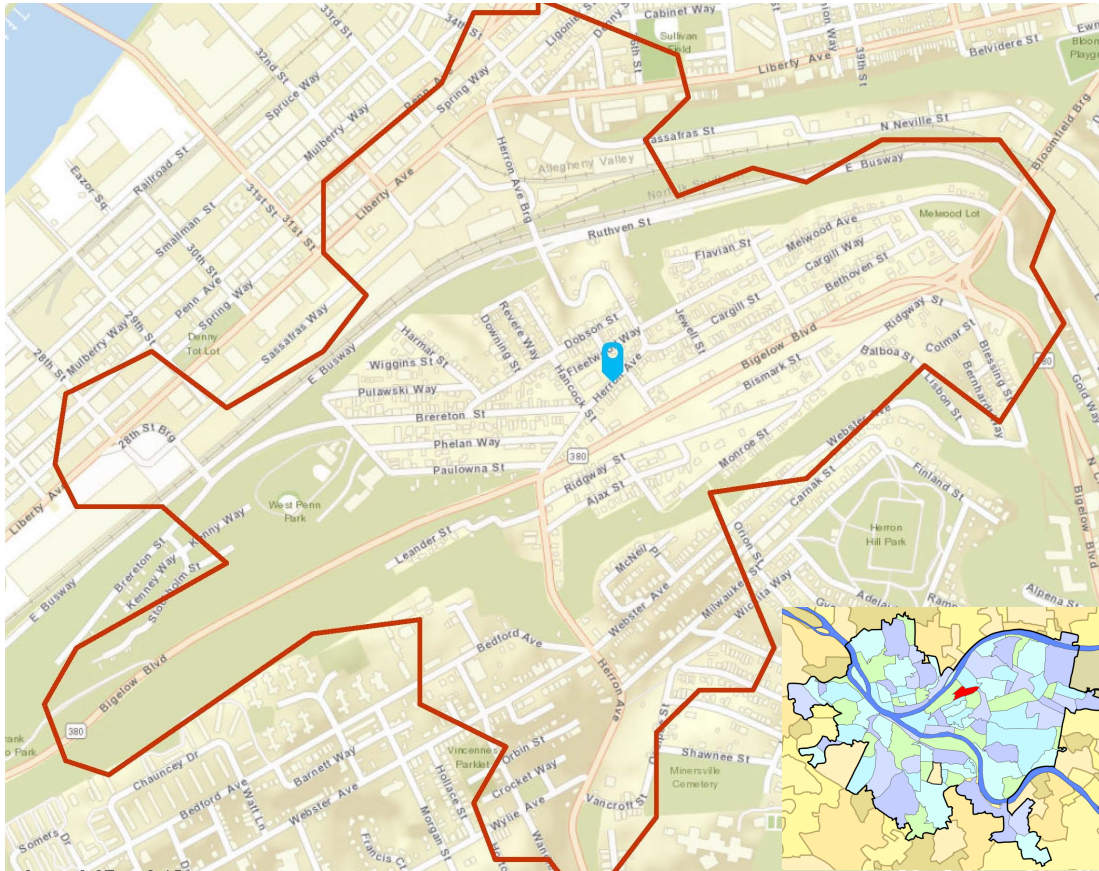
2021 Business Summary (2 Minute Drive Time)

Number of Businesses:
109

Number of Employees:
1,248

Employees/Residential Population Ratio*:
0.49:1

Major Commercial Industries:
Food Services & Drinking Places,
Eating & 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	$5,510,331	$2,857,292	$2,653,039	31.7	1
Furniture & Home Furnishing Stores	$909,569	$615,166	$294,403	19.3	1
Electronics and Appliance Stores	$860,499	$186,900	$673,599	64.3	1
Building Materials, Garden Equip. & Supply Stores	$1,460,249	$0	$1,460,249	100.0	0
Food and Beverage Stores	$5,046,927	$3,453,317	$1,593,610	18.7	3
Health and Personal Care Stores	$1,628,511	$0	$1,628,511	100.0	0
Gasoline Stations	$2,690,819	$2,077,805	$613,014	12.9	1
Clothing & Clothing Accessories Stores	$1,464,147	$183,471	$1,280,676	77.7	1
Sporting Goods / Hobby / Music / Book Stores	$759,799	$1,252,627	-$492,828	-24.5	2
General Merchandise Stores	$3,980,654	$0	$3,980,654	100.0	0
Nonstore Retailers	$536,782	$0	$536,782	100.0	0
Food Services & Drinking Places	$2,719,386	$2,914,904	-$195,518	-3.5	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.

Dobson Street Commercial District

Demographic Data	2010	2021	2026 (Projected)
Population	2,654	2,566	2,570
Households	1,433	1,429	1,442
Median Age	40.6	42.7	43.5
% 0-9	10.3%	10.9%	10.5%
% 10-14	3.5%	4.4%	5.3%
% 15-24	13.8%	9.2%	10.2%
% 25-34	16.6%	14.4%	12.2%
% 35-44	11.0%	14.4%	13.9%
% 45-54	13.4%	11.1%	12.5%
% 55-64	12.7%	13.1%	12.1%
% 65+	18.8%	22.5%	23.3%
Median Household Income	***	$39,725	$45,498
Average Household Income	***	$65,047	$73,571
Per Capita Income	***	$36,420	$41,738
Total Housing Units	1,752	1,763	1,789
% Owner Occupied Units	32.4%	29.3%	29.5%
% Renter Occupied Units	49.4%	51.8%	51.1%
% Vacant Housing Units	18.2%	18.9%	19.4%
Median Home Value	***	$199,643	$262,209

Traffic Count Profile	Closest Cross-Street	Count
Herron Ave	Dobson St	4,459
Penn Ave	32nd St	5,889
Bigelow Blvd	Finland St	18,634
Ligonier St	34th St	5,520
Bigelow Blvd	Byron St	22,044

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	26.5%
$15,000—$24,999	16.0%
$25,000—$34,999	9.2%
$35,000—$49,999	11.8%
$50,000—$74,999	14.5%
$75,000—$99,999	8.3%
$100,000—$149,999	9.5%
$150,000+	4.3%
Median Disposable Income	$32,848

Note: Disposable income is after-tax household income.

Spending Potential Index	
Apparel and Services	76
Computers and Accessories	N/A
Education	70
Entertainment / Recreation	71
Food at Home	75
Food Away from Home	74
Health Care	73
Household Furnishing and Equipment	70
Personal Care Products and Services	75
Shelter	73
Support Payments/Cash Contributions/Gifts in Kind	66
Travel	66
Vehicle Maintenance & Repair	76

2021 Educational Attainment (Ages 25+)	
No High School Diploma	10.6%
High School Diploma or Some College	43.6%
Associates Degree	9.1%
Bachelor's Degree	21.1%
Graduate or Professional Degree	15.6%

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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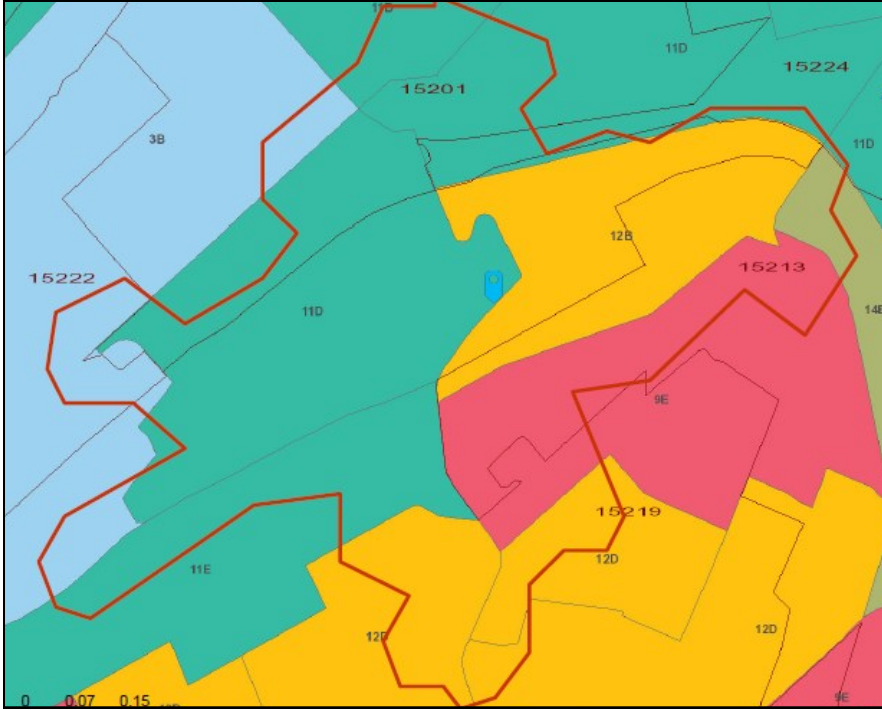
ESRI Tapestry Segmentation Area Profile

Neighborhood Quick Facts*

- Walk Score: 65
- Transit Score: 65
- Bike Score: 67

* 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

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.

City Commons

This segment is one of Tapestry's youngest markets. It is primarily comprised of single-parent and single-person households living within large, metro cities located primarily in the eastern half of the US. While more than a third have a college degree or spent some time in college, nearly a quarter have not finished high school. These residents strive for the best for themselves and their children. Most occupations are within Office and Administrative Support.

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.

Dobson Street Commercial District

Polish Hill 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

Polish Hill Civic Association:
www.phcapgh.org

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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